



PACIFIC SOUTHWEST REGION (REGION 7)
NATIONAL NETWORK OF LIBRARIES OF MEDICINE

Pacific Southwest Regional Medical Library (PSRML)

Serving the states of Arizona, California, Hawaii, and Nevada, and the U.S.-Associated Pacific Basin.

Quarterly Progress Report
August – October 2004

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Quarterly Progress Report
Pacific Southwest Regional Medical Library (PSRML)
National Network of Libraries of Medicine, Pacific Southwest Region
August - October 2004

A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services

- Loansome Doc Service in the Pacific Southwest Region
Service to Affiliated users is offered by 190 libraries
Service to Public users is offered by 50 libraries
Service to Unaffiliated health professions is offered by 69 libraries
Service to International Libraries is offered by 17 libraries
Service to international users is offered by 14 libraries

2. Assessing the needs of health science libraries

- PSRML filled **20** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed a total of **8,842** items NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MedlinePlus Bookmarks, MedlinePlus and NLM Pens, MedlinePlus Posters and PSRML mouse pads.
- The following videotapes were circulated to network members during the quarter via our PSRML multi-media loan page¹. No audiotapes were circulated. :
 - Videotapes:
MLA CD-ROM 2004- Seize the Power- 7
HIV/AIDS and African Americans- 1
Race: The Power of Illusion- 3
Roles and Essential Skills of the Expert Researcher- 5
Changing the Face of Medicine DVD- 2
Reading Between the Lines (DVD)- 1
2004 MLA Teleconference: The Art and Practice of Electronic Journal, Book, and Database Licenses- 1
Health Information Professionals & The Health Insurance Portability & Accountability- 1
Library Technology Reports-1 (Journal)

3. Managing the NN/LM Network membership program for the region

- According to DOCLINE, Region 7 has a total of 658 network members: 242 Affiliate and 416 Full members.

¹ <http://nnlm.gov/psr/loans/>

4. Implementing the Regional Document Delivery Plan

- During this quarter, PSRML staff participated in three NLM DOCLINE teleconferences: August 17th, September 21st and October 19th; and in one LinkOut teleconference on September 22.
- DOCLINE statistics for the Pacific Southwest Region are:
 - There are no pending DOCLINE applications.
 - 412 DOCLINE libraries; 31 of these are Borrow-only libraries.
 - Four Full member libraries are not DOCLINE participants: Northridge Hospital Medical Center (CAUNTM), San Joaquin Community Hospital (CAUZDZ), St. Jude Medical CRMD (CAUPAC), and Sierra Nevada College (NVUHL).
 - Seventy-seven DOCLINE routing table approvals were completed at PSRML during the quarter.
 - Five DOCLINE orientations were performed via telephone during the quarter, which took a total of 4.5 hours.
 - Thirty-two DOCLINE Library Groups are recognized in our Region, sixteen of which are region specific.
 - Forty-five requests for DOCLINE holds were received and processed during the quarter.
 - Four libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 110 FreeShare library group members in this Region.
 - There are 1170 DOCLINE libraries across the Regions that participate in FreeShare.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

Location	Serial Holdings Contributors	Borrow-Only DOCLINE	Total DOCLINE Participants
Arizona	42	7	49
California	306	22	328
Hawaii	15	1	16
Nevada	13	1	14
Pacific Basin	5	0	5
Regional Total	381	31	412

- EFTS replaced its old File Builder Program with its new Online Transaction Entry, the web based system that libraries can use to enter interlibrary loan charges data. Within a very short time after the new capability was announced, we began receiving messages of support and congratulations from Network members who said that it was very easy to use and a great improvement. We were pleased to hear this news since Julie Kwan and Andrea Lynch had worked with EFTS personnel to design screens and data display to create a system that would be very easy for Network members to use. We were gratified

that our efforts had been successful. On August 19, Julie Kwan met with medical librarians from Kaiser Permanente Southern California about joining EFTS.

- Alan Carr worked with Michael Sholinbeck at UC Berkeley Public Health Library on a proposal for electronic document delivery services for their California Department of Health Services contract clientele. Michael submitted a phased project with detailed equipment needs to upgrade the library's services in this area.

5. Meeting responsibilities of Resource Libraries and the RML

- NN/LM PSR Resource Libraries Directors met on September 29, 2004. See Appendix X for a copy of these minutes. We welcomed first-time attendees Christine Scott-Smith (University of Guam), Debra Ketchell (Stanford University), and Jim Curtis (University of Nevada, Reno). Jim became the Director of Savitt Medical Library in August.
- Judy Consales and Heidi Sandstrom attended the NLM Orientation on September 13-14, as they were appointed in the past year to the positions of NN/LM PSR Director and Associate Director, respectively.

6. Establishing and maintaining effective communication

- Staff attended monthly NLM/RML, Outreach/Education Coordinators, Consumer Health Coordinators, and DOCLINE monthly teleconferences.
- Summaries of projects in the region were submitted to the National Network Office for compilation into National Medical Librarians Month web page.
- Two issues of the PSRML newsletter, *Latitudes*, were published: July-August and September-October 2004.
- During the quarter, 29 postings were sent to RMLRG7-L, PSRML's email announcement list. Updates to RMLRG7-L were as follows:
 - 33 additions to the list
 - 32 deletions from the list
- NN/LM PSR web usage summary statistics for the quarter are as follows:

Month	Visits	Page Views
August 2004	12,399	80,134
September 2004	13,176	81,989
October 2004	15,710	83,423

- Website visits increased gradually for the months of August 2004 through October 2004. More detailed statistics on our web page.²

² <https://staff.nlm.gov/usage/psr/>

- During the quarter Michael continued to work with Julie Kwan on the PSR website redesign. We plan to implement the new design by late January 2005.
- In October Michael finalized development of two Camtasia tutorials for the PSR website. These web-based tutorials should be ready for a November release. In early October Michael's Technology Assistant, Amber Haq, resigned. Michael quickly hired a new student, Michael Ma.

7. Consulting with the Regional Advisory Committee

No communication this quarter.

8. Monitoring and evaluating regional programs

- Kay Deeney participated on the review team for the September NLM site visit to the National Online Mapping Center in Indianapolis, Indiana on September 15-16.
- Kay Deeney continued to attend the weekly meetings of the Technical Advisory Committee for NOMC through October 18th when she was replaced on the Committee. She provided RML feedback to the NOMC on its anticipated October NLMC Service Release.

9. Obtaining feedback from users and recommending ways of improving information access

We continue to get feedback from our Network members and others targeted for our outreach efforts, and forward comments as appropriate to NLM.

10. Providing a computer-equipped training facility.

- The Computer Training Lab continued to be used for the UCLA David Geffen School of Medicine, Dean's Office; UCLA Department of Molecular and Medical Pharmacology; UCLA Biomedical Library staff for staff development programs, and PSRML staff for teleconferences.

11. Provide feedback to the NLM from user and non-users on NLM and NN/LM products and services.

We submitted zip codes representative of various socioeconomic and cultural populations within Los Angeles County to NLM for testing of the Go Local prototype.

12. Promoting and encouraging the submission of applications for NLM-funded grants.

- Alan Carr and Heidi Sandstrom consulted and worked with Steve Carson, MD, from the San Diego County Medical Society Foundation, on the development of a proposal for an Internet Access to Digital Libraries (IADL) Grant. The grant proposal is designed to build and maintain a library of culturally sensitive, elementary grade-level patient education materials in multiple languages, which would become accessible to physicians free of charge on the Internet. He plans to submit the proposal to NLM in February 2005.

13. Following up on NLM-funded grants.

Outreach Subcontracts

- Quarterly reports were received for continuing PSRML Express Outreach Awards.
- Outreach Subcontracts: An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in **Appendix A**. The Subcontractor outreach activity tabular reports were generated from the National Online Mapping and Reporting System³. Outreach data included in the summaries are: total number of activities; total number of activities that included a significant number of minorities and total number of participants. *Note: Where N/A is indicated, there was no outreach activity reported in this quarter.*
- **Exhibit at the Wild West Veterinary Conference – Carlson Health Sciences Library, University of California, Davis**
- This exhibit involved a large regional veterinary conference held in Reno, NV, October 7-9, 2004. Two librarians staffed the exhibit booth and provided numerous demonstrations to make attendees aware of the veterinary content in PubMed and various other resources, and to inform attendees about document delivery and search assistance services available to them from the UC Davis Health Sciences Libraries. Attendees also received instruction about free online resources of peer-reviewed veterinary information. Strategies used to promote this information included a description of library services in the conference program booklet, as well as distribution of the specialized PubMed brochure prepared by the Veterinary Medical Libraries Section of MLA.

Total Training/Demonstrations:	N/A
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- **Clinical Internet Training Lab – San Mateo Medical Center Library**
- Subcontractor Mark Constantz conducted two formal training workshops covering PubMed and other resources during the quarter. In addition, numerous drop-in training sessions were held with physicians and nurses who treat HIV/AIDS patients, Latino immigrants, uninsured patients and the chronically mentally ill at various county clinics. Mr. Constantz also provides telephone consultations on using the clinical resources. Additional training sessions are planned for the winter of 2005.

Total Training/Demonstrations:	2
Total sessions of participants were 50% ≥ minorities:	2
Total Participants:	19

- **Internet Professional and Consumer Medical Information Access – Guam Memorial Hospital Authority**

³ https://staff.nlm.gov/outreach/activity_reporting/

- Subcontractor Arlene Cohen presented one ninety-minute training session during the quarter, held at the first Micronesian Medical Symposium on October 8, 2004. The session was called “Internet Access to Medical Information” and covered PubMed searching, procedures for enrolling in Loansome Doc, and identifying free electronic health resources. A handout of Internet medical information resources, compiled by Ms. Cohen, was distributed to all symposium attendees. Ms. Cohen is also in the process of scheduling consumer health sessions for the winter of 2005.

Total Training/Demonstrations:	1
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	8

- 1st Quarterly reports were received for **Access to Electronic Health Information Projects 2004:**
- Design and Implementation of Web-based Video Library of Neuromuscular Channelopathies – Judith Tuttle Memorial Library, Periodic Paralysis Association**
- During this quarter subcontractor Patrick Cochran completed the initial system design phase of the project, including the key design parameters of the web-based video library. A computer and camera were ordered, to proceed with testing of the prototype web-based system’s functionality. The video library will be viewable on the Internet, and will consist of a collection of video clips, which will be imbedded in the library’s web site. Sony hardware was purchased in place of the originally proposed Dell hardware, because it comes with integrated video management tools for cross-system compatibility, which will reduce the overall cost and complexity of the project.

Total Training/Demonstrations:	N/A
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- Senior Health Project in San Diego – Pacific College of Oriental Medicine**
- During this quarter, recruitment and selection of a Project Manager was completed, and library technicians were also selected to assist with the development and evaluation of class materials. Site visits to the Third Avenue First Lutheran Church and the Florence Riford Senior Center were conducted to assess user needs and the computer and network requirements available to conduct classes. Wireless capability was also tested. Flyers were developed to advertise the kick-off presentations and the computer workshops, and were distributed to clubs and meeting locations frequented by seniors. Press releases were also sent to over 100 media and television contacts. Several promotional presentations were made at local sites. Instruction began at both sites around the end of October, 2004.

Total Training/Demonstrations:	2
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	7

- **Health & Education Through the Library Access Program (HELP)—Verde Valley Medical Center**
- During this quarter subcontractor Karen Fanning focused on publicizing the program and preparing instructional packets for distribution at planned training sessions. Unfortunately, Ms. Fanning was not able to recruit the part-time support person that she had planned on to assist with the project, due to the low number of qualified applicants from the surrounding rural area. Ms. Fanning also found that the social service agencies she had planned to reach were busy preparing for the holiday season, so training for these groups was postponed until the winter of 2005. Ms. Fanning has also arranged training sessions for public libraries in Cottonwood and Sedona for the winter of 2005.

Total Training/Demonstrations:	3
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	17

- 6th and Final Quarter reports were received from the Access to Electronic Health Information (AEHI) 2002 project contracts. SDSU applied for an extension until February 2005.
 - **Central Valley Access to Electronic Health Information Project – Henry Madden Library, California State University, Fresno, CA**

Total Training/Demonstrations:	NA
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- **Facilitating School Nurses' Access to Electronic Data - Library & Information Access, San Diego State University, San Diego, CA**

Total Training/Demonstrations:	3
Total sessions of participants were 50% ≥ minorities:	0
Total Participants	74

- **Hawaii Health Portal - Hawaii Medical Library, Honolulu, Hawaii**

Total Training/Demonstrations:	NA
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- **A Partnership between Good Samaritan Regional Medical Center and the Body Positive Foundation of Phoenix - Good Samaritan Regional Medical Center, Health Sciences Library, Phoenix, Arizona**

Total Training/Demonstrations:	NA
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B. OUTREACH PROGRAMS

1. Outreach to Health Professionals

- Alan Carr presented a two-hour workshop covering PubMed, MedlinePlus, and other NLM resources to a group of graduate students and nursing faculty at Cypress College, located in Orange County, CA.
- In preparation for the exhibit season, Alan coordinated the revision of the PubMed, NLM Gateway, and MedlinePlus en español trifold search guides.
- Alan Carr widely publicized to the public health community in the region the availability of “Public Health Information & Data: A Training Manual,” a new resource on the phpartners.org web site. As a result, the northern section of the California Public Health Association added a link to the “Partners” page on their web site. Alan also alerted the same group to the availability of two continuing education institutes being offered by NLM at the annual American Public Health Association meeting in Washington, DC, in November, 2004.

2. Consumer Health Information Services

- Kay Deeney taught three days of Internet workshops at the Apache Women’s Conference in Pinetop, Arizona. Network members, Pat Auflick from the University of Arizona, Tucson and Marjorie Geiger from Navapache Regional Medical Center, Show Low, AZ assisted.
- Heidi Sandstrom met with Paul Heavenridge of Literacyworks.org on September 8 re: his project proposal and modified his proposal based on her feedback for resubmission to the NNO.
- Heidi Sandstrom facilitated the scheduling of a meeting between the California HealthCare Foundation and NLM in August to discuss a potential Go Local project for California.
- In September, Heidi Sandstrom received an invitation from Libraries for the Future to attend a forum on Libraries and Health Information on November 8-9, 2004. Unfortunately, the fall schedule precluded RML staff from participating in this.
- Heidi Sandstrom worked with Glendale Public Library to refine its proposal for Major Outreach Award funding. NNO approved the revised proposal.

3. Training to Support Electronic Access to Health Information

Summation of Outreach Activities

Totals for RML and Subcontractors, Quarter 2 2004-5	
Total Training/Demonstrations:	25
Total sessions of participants were 50% ≥ minorities:	11
Total Participants:	545

Totals for RML, Quarter 2 2004-5	
Total Training/Demonstrations:	14
Total sessions of participants were 50% ≥ minorities:	8

4. Exhibits and Presentations at Meetings

PSR exhibited at the following regional and national meetings:

- Latino Book and Family Festival, Phoenix, AZ
Drew University Information Technology Fair, Los Angeles, CA
Emergency Nurses Association, San Diego, CA
Arizona Public Health Association, Mesa, AZ
American Dietetic Association Food & Nutrition Conference & Expo, Anaheim, CA
American Academy of Physical Medicine & Rehabilitation, Phoenix, AZ
- Alan Carr presented a one-hour workshop about NLM resources at the annual meeting of the Gay & Lesbian Medical Association in Palm Springs, CA, on October 23, 2004.

5. Technology Awareness and Integration

The RML sponsored nine regional sites for the MLA satellite teleconference on September 22, 2004 called “The Art and Practice of Electronic Journal, Book, and Database Licenses: Practical Tips for Health Care Organizations.”

Alan Carr participated in the A.C. Drew University Information Technology Fair on September 23.

We solicited library participation for the University of North Dakota virtual reference service. UC Davis expressed interest in participating in this.

Heidi Sandstrom and Julie Kwan teleconferenced with California HealthCare Foundation about an electronic document delivery project.

6. Library Improvement

No activity this quarter. We continue to monitor the situation at DQ University, which received approval for funding but may lose its accreditation/ability to carry out the project.

7. Connections

C. OTHER ACTIVITIES

- Alan Carr attended the MLA satellite CE teleconference “The Art and Practice of Electronic Journal, Book, and Database Licenses: Practical Tips for Health Care Organizations.”

- Julie Kwan began teaching a course on health sciences librarianship on October 4. It's All About Health is the theme of UCLA's new course, IS 457: Health Sciences Librarianship. The course will be taught by Julie Kwan and a team from the UCLA Biomedical Library and other network members during the fall quarter.

APPENDIX A:

EXHIBIT REPORTS

EXHIBIT REPORT OUTLINE

- I. DATE OF REPORT October 11, 2004
- II. NAME OF PERSON SUBMITTING REPORT Kay Deeney
- III. ADDRESS PSR NN/LM
- IV. EXHIBIT:

A. Name of Meeting American Dietetic Association

B. Location (City, State) Anaheim, CA

C. Dates October 3-5, 2004

D. Staff

Alan Carr; Kay Deeney; Julie Kwan; Heidi Sandstrom; Sharon A. Lezotte, Cottage Hospital, Santa Barbara; Dyan Martin, Kaiser Permanente Medical Center, Health Sciences Library, Anaheim; Sherry Allen, Riverside Community Hospital, Medical Library, Riverside.

E. Number of Registrants

F. Number of Exhibits

G. Specify by Days:

- 1. Exhibit Hours
- 2. Number of People Visiting the Booth
- 3. Number of NLM System Demonstrations
- 4. Number of Internet Demonstrations other than NLM System Demonstrations

Dates	<u>Hours</u>	<u>Visitors</u>	<u>NLM</u> <u>Demos</u>
10/3/04	11--5 pm	119	66
10/4/04	9:30—4:30 pm	91	49
10/5/05	9:30—1 pm	67	23
Total	16.5	277	138

H. Total Number of People Visiting the Booth 277

I. Total Number of NLM System Demonstrations 138

J. Total Number of Internet Demonstrations other than NLM System Demonstrations 0

V. EXHIBIT SUMMARY (Narrative)

- A. Distribution of Pre-mailers, Letters or Invitations (if applicable)
- B. Description of Booth Location
Back middle, left side, near fresh food booths. While there were two empty booths nearby, traffic was okay.
- C. Description of Program Presentations
We presented MedlinePlus and PubMed search strategies to attendees.
- D. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.
No.
- E. Problems
- F. User feedback
I learned more at this booth . . . Great website—I use it all the time! Love your service—it rocks! Two former Grateful Med users commented positively about using PubMed.
- G. Suggestions/comments
- H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)
Yes, while a number of attendees were familiar with PubMed from their student days, they were not familiar with MedlinePlus. They were very interested in the MedlinePlus resources and how to search PubMed for free full text articles.

VI. BUDGET SHEET

VII. APPENDICES:

Maps of exhibit hall
Pictures
Samples of promotional materials used

Exhibit Budget SHEET

Meeting Title:	American Dietetic Association Food & Nutrition Conference & Expo
Meeting City, State:	Anaheim, CA
Meeting Dates:	Oct. 2-5, 2004

ITEM	COST
Booth space fee	\$2,050.00
Internet connection fee	\$1,860.99
Other booth fees : carpet (\$204.65), furniture (\$333.15), cleaning (\$27.00), electricity (\$156.00)	\$720.80
Total Exhibit Booth Fees	\$4,630.80
Shipping	\$674.16
Drayage and material handling	\$309.75
Total travel costs (including mileage, parking, airfare, accommodation, per diem)	N/A
Other costs (please specify)	N/A
TOTAL EXHIBIT COST	\$5,614.71

EXHIBIT REPORT OUTLINE

- I. DATE OF REPORT October 11, 2004
- II. NAME OF PERSON SUBMITTING REPORT Alan Carr
- III. ADDRESS
- IV. EXHIBIT:
- K. Name of Meeting: **American Academy of Physical Medicine & Rehabilitation 65th Annual Assembly and Technical Exhibition**
- L. Location (City, State): **Phoenix, AZ**
- M. Dates: October 7-9, 2004
- N. Staff: Alan Carr, Kay Deeney
- O. Number of Registrants: ~2500
- P. Number of Exhibits: ~100
- Q. Specify by Days:

Dates	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
10/07/04	6:00-8:30 pm	61	15	0
10/08/04	8:00-4:30	80	33	0
10/09/04	8:00-1:30	50	20	0
Total	16.5 hours	191	68	0

1. Exhibit Hours:
2. Number of People Visiting the Booth:
3. Number of NLM System Demonstrations:
4. Number of Internet Demonstrations other than NLM System Demonstrations:
- R. Total Number of People Visiting the Booth: 191
- S. Total Number of NLM System Demonstrations: 68
- T. Total Number of Internet Demonstrations other than NLM System Demonstrations: 0
- V. EXHIBIT SUMMARY (Narrative)
- I. Distribution of Pre-mailers, Letters or Invitations (if applicable) N/A
- J. Description of Booth Location:
Centrally located in exhibit space, near the AAPM&R Market Place and e-mail terminals.
- K. Description of Program Presentations: None

- L. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.
None highlighted.
- M. Problems:
None.
- N. User feedback:
The best resource in the exhibit area! My #1 favorite web site! A great service that I use all the time! Several attendees commented that they thought everyone already knew about PubMed.
- O. Suggestions/comments
One attendee commented that there weren't any Loansome Doc libraries in San Luis Obispo.
- P. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer): Yes
Although the traffic level was a little disappointing, there was a good deal of interest in PubMed and in particular its new features.

VI. BUDGET SHEET

VII. APPENDICES:

Maps of exhibit hall
Pictures
Samples of promotional materials used

Exhibit Budget SHEET

Meeting Title:	AAPM&R American Academic of Physical Medicine and Rehabilitation
Meeting City, State:	Phoenix, Arizona
Meeting Dates:	October 7-10, 2004

ITEM	COST
Booth space fee	1725.00
Internet connection fee	550.00
Other booth fees: (carpet \$ 106.50; padding \$ 85.50; furniture \$ 371.86; cleaning \$ 26.10; electric \$162.15)	767.66
Total exhibit booth fees	3042.66
Shipping	300.00
Drayage and material handling	444.00
Total travel costs (including mileage, parking, airfare, accommodation, per diem)	200.00
Other costs (please specify)	
TOTAL EXHIBIT COST	\$3986.66

EXHIBIT REPORT OUTLINE

- I. DATE OF REPORT October 5, 2004
- II. NAME OF PERSON SUBMITTING REPORT Alan Carr
- III. ADDRESS
- IV. EXHIBIT:
- A. Name of Meeting: **Emergency Nurses 2004 Annual Meeting and Scientific Assembly**
- B. Location (City, State): **San Diego, CA**
- C. Dates: September 30-October 2, 2004
- D. Staff: Alan Carr
- E. Number of Registrants: ~3000
- F. Number of Exhibits: ~1500
- G. Specify by Days:

Dates	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
09/30/04	3:45-7:00 pm	73	20	0
10/01/04	9:15-1:30	57	18	0
10/02/04	9:15-1:30	39	7	0
Total	11.75 hours	169	45	

1. Exhibit Hours:
 2. Number of People Visiting the Booth:
 3. Number of NLM System Demonstrations:
 4. Number of Internet Demonstrations other than NLM System Demonstrations:
- H. Total Number of People Visiting the Booth: 169
- I. Total Number of NLM System Demonstrations: 45
- J. Total Number of Internet Demonstrations other than NLM System Demonstrations: 0
- V. EXHIBIT SUMMARY (Narrative)
- Q. Distribution of Pre-mailers, Letters or Invitations (if applicable)
- R. Description of Booth Location:
Centrally located in exhibit space, near the ENA Market Place.
- S. Description of Program Presentations: None

- T. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.
None highlighted.
- U. Problems:
Shipper of choice (Champion) was not allowed on exhibit floor at end of show as initially promised.
- V. User feedback:
The best information I received all day! MedlinePlus would be very useful information for ER nurses discharging patients and giving after-care instructions. Pens were very popular, but there was not much interest in mints.
- W. Suggestions/comments
- X. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer): Yes
The traffic level and interest was very good up until about the last hour of exhibiting.
I think some good training contacts were made for the future.

VI.

BUDGET SHEET

VII. APPENDICES:

Maps of exhibit hall
Pictures
Samples of promotional materials used

Exhibit Budget SHEET

Meeting Title:	Emergency Nurses Association
Meeting City, State:	San Diego, California
Meeting Dates:	September 30 – October 2, 2004

ITEM	COST
Booth space fee	2000.00
Internet connection fee	1974.50
Other booth fees: (furniture \$ 354; carpet \$ 198.69; electrical \$ 199; cleaning \$ 24.30)	775.99
Total exhibit booth fees	4750.49
Shipping	300.00
Drayage and material handling	460.20
Total travel costs (including mileage, parking, airfare, accommodation, per diem)	200.00
Other costs (please specify)	
TOTAL EXHIBIT COST	\$5710.69

EXHIBIT REPORT OUTLINE

- I. DATE OF REPORT September 3, 2004
- II. NAME OF PERSON SUBMITTING REPORT Alan Carr
- III. ADDRESS Pacific Southwest Region
- IV. EXHIBIT:
1. Name of Meeting **Latino Book & Family Festival**
 2. Location (City, State) Phoenix, AZ
 3. Dates August 28-29, 2004
 4. Staff Alan Carr; Kay Deeney; Evonda Copeland, Scottsdale HealthCare, Scottsdale, AZ; Marjorie Geiger, Navapache Regional Medical Center, Show Low, AZ; Shari Durst, City of Mesa Library and member of REFORMA, Central Arizona chapter.
 5. Number of Registrants 3500
 6. Number of Exhibits 60
 7. Specify by Days:

Dates	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
08/28/04	10:00-6:00	60	35	0
08/29/04	10:00-5:00	34	20	
Total	15 hours	94	55	0

V. EXHIBIT SUMMARY (Narrative)

We highlighted MedlinePlus in English and Spanish. It was very useful to have the Reforma-AZ volunteer who was bilingual. The opening day was well attended due to a special promotion and distribution of backpacks to children. No SIS resources were highlighted at the meeting.

Problems

The exhibit set-up time schedule was changed at the last minute, so our freight was turned away on the first delivery attempt. It took about two hours after exhibit closing to arrange for storage and shipment of freight back to UCLA. Very light attendance on the second day.

User feedback

MedlinePlus is easier to use than WebMD, and has more specific information. A representative from a trucking magazine wanting to expand the content to other subject areas, and was interested in a promotional piece on MedlinePlus. A nurse from Peru wanting to get licensed in

the U.S. and learning English found it useful to go back and forth between English and Spanish versions of MedlinePlus to learn vocabulary.

Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)

No, the exhibit traffic did not warrant attendance, and most exhibitors brought their own literature and other materials, so the show is not well set up to handle freight shipments.

VI. BUDGET SHEET

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Samples of promotional materials used

Exhibit Budget SHEET

Meeting Title:	Latino Book & Family Festival
Meeting City, State:	Phoenix, AZ
Meeting Dates:	August 28-29,2004

ITEM	COST
Booth space fee	\$350.00
Internet connection fee	\$550.00
Other booth fees : furniture (\$230.79), cleaning (\$84.00), electricity (\$162.15)	\$476.94
Total Exhibit Booth Fees	\$1376.94
Shipping	\$356.46
Drayage and material handling	\$336.00
Total travel costs (including mileage, parking, airfare, accommodation, per diem)	N/A
Other costs (please specify)	N/A
TOTAL EXHIBIT COST	\$2069.40

EXHIBIT REPORT OUTLINE

- I. DATE OF REPORT September 23, 2004
- II. NAME OF PERSON SUBMITTING REPORT Alan Carr
- III. ADDRESS
- IV. **EXHIBIT: Charles R. Drew University of Medicine and Science**
- A. **Name of Meeting** Information Technology Fair
- B. Location (City, State) Los Angeles, CA
- C. Dates September 23, 2004
- D. Staff Alan Carr
- E. Number of Registrants ~150
- F. Number of Exhibits 9
- G. Specify by Days:

Dates	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
09/23/04	10:00-2:00	15	7	0
Total	4	15	7	0

- H. Total Number of People Visiting the Booth 15
- I. Total Number of NLM System Demonstrations 7
- J. Total Number of Internet Demonstrations other than NLM System Demonstrations 0
- V. **EXHIBIT SUMMARY (Narrative)**
- A. Distribution of Pre-mailers, Letters or Invitations (if applicable)
- B. Description of Booth Location
- The exhibit area was held in the lobby foyer of the medical education building. Each exhibitor was equipped with a six-foot table, chair, and Internet connection.
- C. Description of Program Presentations None
- D. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.

No SIS resources were highlighted.

E. Problems

None; a technician was located on site. Traffic was very light.

F. User feedback

Many of the attendees were students in the physician's assistant program and were unfamiliar with PubMed and MedlinePlus. A few faculty and staff members expressed interest in MedlinePlus.

G. Suggestions/comments

H. Recommendations: Should NLM exhibit at this meeting next year?

(Yes or no, give reasons for your answer)

This is the second annual fair, and was much less attended than the first one was. Considering the light attendance, it isn't worth doing every year.

EXHIBIT REPORT OUTLINE

I. DATE OF REPORT September 30, 2004

II. NAME OF PERSON SUBMITTING REPORT Alan Carr

III. ADDRESS

IV. EXHIBIT: Arizona Public Health Association

A. Name of Meeting 76th Annual Meeting

B. Location (City, State) Phoenix, AZ

C. Dates September 29, 2004

D. Staff Carla Smith, Maricopa Integrated Health System

E. Number of Registrants 120

F. Number of Exhibits 22

G. Specify by Days:

Dates	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
09/29/04	7:30-3:00	29	5	0
Total	7.5	29	5	0

H. Total Number of People Visiting the Booth 29

I. Total Number of NLM System Demonstrations 5

J. Total Number of Internet Demonstrations other than NLM System Demonstrations 0

V. EXHIBIT SUMMARY (Narrative)

A. Distribution of Pre-mailers, Letters or Invitations (if applicable): N/A

B. Description of Booth Location:

Good centralized location with Internet connection.

C. Description of Program Presentations None

D. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.

No SIS resources were highlighted.

E. Problems

Traffic was very light. Many attendees were board members who were heavily involved with conference activities.

F. User feedback

Most attendees were aware of NLM resources and used them heavily. Two people expressed interest in future training sessions.

G. Suggestions/comments

H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)

Probably not, since attendance is so light, and most people seem to be aware of NLM resources.

**APPENDIX B:
SUBCONTRACTOR REPORTS**

Guam Memorial Hospital Authority
Aturidåt Espetåt Mimuriåt Guåhan

Education Department

850 GOV. CARLOS CAMACHO ROAD

OKA, TAMUNING, GUAM 96911

TEL.: (671) 647-2350 FAX.: (671) 646-1114

Email Address: acohen@uog9.uog.edu

December 27, 2004

To: Alan Carr, Outreach Coordinator
NN/LM Pacific Southwest Region

From: Arlene Cohen, Project Partner
Circulation and Outreach Services Librarian
University of Guam, RFK Library

Carol Perez, Project Partner
Director of Education
Guam Memorial Hospital Authority

RE: Express Outreach Project 2nd Quarterly Report
September 1, 2004 - November 30, 2004

This report is for the *Internet Professional and Consumer Medical Information Access* project, funded as a partnership project between the Guam Memorial Hospital Authority and the University of Guam RFK Library. This award is covered under Purchase Order number 5415 G FB026 00.

To date, some of the equipment for this grant has been purchased and an invoice is attached. Purchased thus far is a laptop for \$2,163.90, a printer for \$599.00 and a digital projector for \$2,088.32, bringing the total spent to \$4,851.22. The invoice for these purchases is included with this report. With the remaining funds, we plan to purchase a desktop computer for the Guam Memorial Hospital Library, to be used for public access to the Internet.

During this reporting period, Arlene Cohen presented a workshop at the 1st Micronesian Medical Symposium, held at the Guam Marriott Resort Hotel October 8-10, 2004. The session, *Internet Access to Medical Information Access* was scheduled for Sunday, October 10, 2004, from 1:00-2:00. The educational objectives covered were searching PubMed, using MeSH, signing up for Loansome Doc and identifying cost-free resources. In the program, this presentation was put into the Nursing track, presented concurrently with several other sessions. Thus, only 8 people attended the presentation, although the handouts were distributed in notebooks provided to all the participants at the Symposium.

To attract a wider audience, it would have been better to have the session promoted to both the medical and nursing participants, but the program was out of our control. Also, sessions given at the same time were of a very timely nature, drawing most of the Symposium participants away from this presentation. The outreach reporting forms are included with this report.

During this quarter, Ms. Cohen also planned to present a workshop on *Consumer Health Information*

Access on December 8, 2004, in conjunction with a Guam Library Association meeting, but it was cancelled due to a death in her family. For the next quarter, there are plans to reschedule this workshop, and also inviting the University of Guam community and the general public.

We are also trying to work with the American Cancer Society Guam Chapter and other citizen groups to schedule some consumer health sessions, but no dates have been finalized.

Clinical Internet Training Lab

San Mateo Medical Center
Medical Library
San Mateo, CA

5415 G EC413 00

Mark Constantz, MLS
Medical Librarian
San Mateo Medical Center
Medical Library
222 W 39th Avenue
San Mateo, CA 94403
(650) 573-2520

Quarterly Report
2004 Express Outreach Project
Second Quarter: August 1, 2004 –October 31, 2004
November 29, 2004

Success stories

The Clinical Internet training Lab has been popular with nursing students who treat HIV patients, Latino immigrants, uninsured patients and the chronically mentally ill at our medical center and clinics. They have found the resources on our Intranet helpful and wouldn't have access without the computer lab. Thanks to the additional computers, the students didn't have to double-up on PCs as often and were very pleased.

Impact of information

The Nursing students disseminated the skills from the computer lab to the regular staff nurses on the units. It has been a wonderful serendipity of the computer lab. They really have gotten the word out about the intranet.

Problems

Even with the additional computers, participants at the computer lab sessions would still have to double-up on PCs. But they remained enthusiastic and really enjoyed the sessions.

Administrative Activities

A new phone service has developed where busy clinicians and students call the librarian and he walks them thru the use of the intranet resources while they are on their PCs. This has worked out really well. Several physicians are interested in access from home and the librarian is working with IT to resolve firewall issues.

Activities Planned for Next Quarter

Winter of 2005 several classes and drop-in sessions are planned. A Special Computer Training Lab for Pediatricians is planned for Tuesday January 11, 2005 in the morning.

Subcontractor Report - Wild West Veterinary Conference

- I. DATE OF REPORT **October 15, 2004**
- II. NAME OF PERSON SUBMITTING REPORT **Rebecca Davis**
- III. ADDRESS **UC Davis Medical Center Library, 2252 45th St., Sacramento, CA 95817**
- IV. EXHIBIT:
 - A. Name of Meeting **Wild West Veterinary Conference**
 - B. Location (City, State) **Reno, NV**
 - C. Dates **October 7-9, 2004**
 - D. Staff **Rebecca Davis, Librarian and John Ward, Librarian**
 - E. Number of Registrants **2000**
 - F. Number of Exhibits **205**
 - G. Specify by Days:
 - 1. Exhibit Hours **October 7, 5:30pm-7:30pm; October 8, 9:00am-6:30pm; October 9, 9:00am-4:00pm**
 - 2. Number of People Visiting the Booth **October 7 - 80; October 8-150; October 9-110**
 - 3. Number of NLM System Demonstrations **15**
 - 4. Number of Internet Demonstrations other than NLM System Demonstrations **20**
 - H. Total Number of People Visiting the Booth **340**
 - I. Total Number of NLM System Demonstrations **15**
 - J. Total Number of Internet Demonstrations other than NLM System Demonstrations **20**

Note: Visitors are counted only if there has been a meaningful interchange. Interchanges such as greetings and thanks that do not mention NLM, its resources or services are not counted as visits. In addition to clicker-counters, promotional products may be used to keep count of visitors if exhibit staff distribute them personally as a way of thanking each visitor. Someone who takes a promotional product or brochure and leaves without an interchange with an exhibit staff person is not counted as a visitor. This should be taken into account when planning the number of brochures and products to send to an exhibit in future years. System demonstrations are counted as events. A system demonstration is counted as one regardless of the number of people watching or the number of resources covered. That is, one demonstration may be for five people and may cover multiple resources.

V. EXHIBIT SUMMARY (Narrative)

A. Distribution of Pre-mailers, Letters or Invitations (if applicable) **A description of the booth was included in the conference brochure and web site.**

B. Description of Booth Location **We were located in an area that had both educational and commercial booths.**

C. Description of Program Presentations N/A

Note: In the description of the program presentation, include specifics on how arrangements were made, difficulties, problems encountered in the process, length of presentation, and estimated attendance. If you were not successful in getting on the program, describe what attempts were made.

D. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted. **None**

E. Problems **There weren't any problems.**

F. User feedback **Overwhelmingly positive. Everyone was pleased that we were giving them something (a special web site for community veterinarians featuring free, peer-reviewed, authoritative sources at (<http://old.lib.ucdavis.edu/healthsci/rescomvet.html>) that was valuable, but free of charge.**

G. Suggestions/comments **Having the web site made the difference. Because we could show them something tangible that they could then go and have a look at when they returned home. We gave everyone a packet that had a representation of the web site, the PubMed trifold, the Veterinary PubMed brochure, and a pen. Pens were very popular and we had many people tell us that they had been urged by their office to come back with as many pens as possible. The NN/LM mints were not popular, so we bought chocolate. The director of the conference came by to see the booth and was pleased that we were offering something of value to the attendees think they will continue to give us a free booth. Next year, we'd like to go back, take a printer and offer free literature searches in addition to updating the web page and offering PubMed related literature. Regarding the booth furniture, we need the 4ft. counter, an 8ft table (unless we can figure a way to hang our exhibit from the back wall rather than mounting it on a table top display), a 6 ft. table, 1 high chair and 2 regular chairs.**

H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer) **I think it would be very worthwhile to exhibit again. We actually engaged 340 people in conversation over the course of 2+ days, which was 17 of the attendees. I felt we made some impact in our geographic region. Having the Vet PubMed brochure made PubMed more relevant for the practicing vets, who were 75 of the attendees.**

VI. BUDGET SHEET

The original total budgeted amount was \$2,002.00. The total amount of monies expended was \$2,245.69. The additional \$243.69 spent reflected the additional cost for a 6ft table rented onsite, materials handling fees for boxes/parcels delivered to and picked up from the booth by GES, and the tax paid by UC Davis on all GES and Priority Networks expenditures. The amounts expended for travel and lodging were actually less than budgeted. Please see details below.

Item	Original Budget	Actual Amount Spent
Equipment	1198.00	1577.11 (additional \$379.11 spent on additional 6ft. table, GES material handling fees and sales tax paid by UC Davis on all GES costs)
Travel	152.00	115.29 (saved \$36.71 by using a UCD fleet car)
Lodging	652.00	553.29 (spent \$98.71 less)
TOTAL	\$2002.00	\$2245.69

NN/LM Pacific Southwest Region
Access to Electronic Health Information 2004-2006

Project Titled:

**Design and implementation of Web-based Video Library of
Neuromuscular Channelopathies**

Quarterly Report
Submitted: December 12, 2004

Sub-contractor: Patrick E. Cochran, Ph.D., C.S.D.

Purchase Order Number: 5415 G FB330 00

Progress:

The initial phase of system design is completed. The following sets out the key design parameters of the Judy Tuttle Memorial Research Library (JTMRL) Web-based Video Library:

1. Video Library will be custom designed using ASP scripting integrated with .net and SQL Server housed in PPA Information Management System.
2. Video Library (VL) will be viewable on the Internet.
3. VL will consist of a collection of MPEG-type or QuickTime video clips.
4. Video Clips will be imbedded in the On-line Judy Tuttle Memorial Research Library using plug-in software allowing continuous play on the web page.
5. The clips will be selectable from a list sorted into disease categories, i.e.
 - Hypokalemic
 - Hyperkalemic
 - Adersen-Tawil Syndrome
 - Paramyotonia Congenita
 - Mytonia (and sub-variants)
6. Administarative functionality will allow auto, or semi-auto uploading from the video collection devices (Sony Clie or Sony DVD Handy Cam).
7. Computer and Camera has been ordered, see attached document with order details. These should be available by the end of this week, to begin set-up and training.
8. Prototype web-based system is being finalized to test design functionality. This will be accomplished as soon as the computer and camera is set up. We expect to have this well underway by the next quarterly report.

Problems/Corrective Actions:

We are substituting Sony hardware in place of the originally proposed Dell hardware configuration. The Sony hardware comes with integrated video management tools for cross-system compatibility and will reduce the on-going cost and complexity of the project.

NN/LM NO. 5415 GFB342

Title: Senior Health Project: Access to Electronic Health Information

Institution: Pacific College of Oriental Medicine
7445 Mission Valley Road, Ste 105
San Diego, CA 92108

Principal Investigator: Naomi C. Broering, MLS, MA, FACMI, AHIP
Dean of Libraries, Pacific College of Oriental Medicine Library
7445 Mission Valley Road, Ste 105
San Diego, CA 92108
nbroering@pacificcollege.edu
Phone 619-574-6909 X134, Fax 619-574-6641

Quarterly Report No 1: September 1, 2004 to November 30, 2004

Date: November 30, 2004

NARRATIVE DESCRIPTION

Summary/Introduction.

1. Description of progress towards the Project's Major Objectives.
 - a. Administrative/Planning Activities. Phase 1. Implementation plans
 - 1.) Conducted a recruitment search and selection of a Project Manager. The Project Manager will have day to day responsibilities for the execution of the project's tasks. The tasking includes development of announcements, workshop materials, training of assistants, set up of computers, loading necessary links and icons. Position Description included in original proposal
 - 2.) Selected Library technicians to assist in the conduction of the Senior Workshops.
 - 3.) Conducted Site Visits to both the Third Avenue First Lutheran Church and the Florence Riford Senior Center to assess user needs and the computer and network requirements to conduct the classes. Tested the Wireless (WI-FI) capabilities of recommended spaces. Established ideal locations for the general introduction presentations, and also spaces for the actual computer class workshops.
 - 4.) Developed announcement flyers for both the Introduction presentations and the computer classes.
 - 5.) Conducted reviews with other medical libraries that have had experience with seniors, and were advised to obtain earphones, separate mice, and keyboards for laptops since older people have some problems. We decided to purchase 15 inch laptops, to alleviate some of these concerns, which increased the costs slightly above the initial budget.
 - b. Collaboration/Partnerships.- Phase 2. Instruction Program and Schedules
 - 1.) Conducted round table discussions with users and meetings with Florence Riford Senior Center management for establishment of optimum times, dates and location for the initial presentation, and also for the computer classes. Recommendations were to include a light lunch at the first presentation, as an incentive to attend. The lunch costs were borne out of pocket, and with donations from local establishments. The Riford Senior center staff also assisted in recommendations of local senior residences, which had transportation capabilities. The Riford center had an adequate computer center, with ten desk top computers. We added the NLM MedlinePlus and PCOM Library icons to the desktop displays. Earphones were also required, in order to avoid mutual interference of the participants.
 - 2.) Conducted meetings with the Third Avenue Charitable Organization (TACO) Director, who coordinates all outside church activities at the First Lutheran Church. He assisted in finding ideal locations for the large presentation, and for conducting the actual computer class workshops. Met with staff and users to determine interest and needs.

The classes were scheduled to coincide with the Pacific College of Oriental Medicine's Senior Clinic, in order to maximize the exposure to the local senior population. He also provided assistance for contacting the local senior residences. He will also include the classes in his mailings to the local residences.

c. Publicity/Marketing Activities. Phase 1 & 2

- 1.) Flyers were developed to advertise the kick off presentations and the computer class workshops. Donations were obtained from the local merchants for light lunches and also give-away prizes. The local San Diego newspaper, the Union Tribune, publishes an Eldercare Directory that was used to locate all senior residences, senior centers, and other establishments for distribution and publishing information about the senior health computer workshops. The Activity Directors were also contacted, to acquaint them with the projects and the benefits for their residents and participants.
- 2.) PCOM Press release was sent to over 100 Media and TV contacts
- 3.) Articles were submitted to the local newspapers, and flyers were given to clubs and other meeting localities which were frequented by seniors. We visited the YMCA, YWCA, neighborhood meal locations, and San Diego Police community centers.

d. Product/Resource Development Activities. Phase 3 Initiate & Conduct Instruction

- 1.) The NLM Website MedlinePlus was utilized in development of initial overviews of the website. Comparisons were shown, using other open searches that resulted in over 46 million links to "health," which were not appropriate, or contained advertisements or other influences. This first lesson took the participant to the NLM MedlinePlus website. Educational assistance reminders were provided, including the MedlinePlus bookmarks, and the MedlinePlus pens. They were then walked through each major topic area, using sample terms that were appropriate to seniors. They played one of the Interactive Tutorials, learning how to utilize them.
- 2.) A training workbook was developed, to be used on the MedlinePlus website at their own speed, with assistance from the PCOM staff. This included "fill-in" blanks to ensure they could navigate the web site correctly.
- 3.) Links to the PCOM library website are also taught, where attendees can get additional information of books or articles both on line and in the library. The PCOM library web site also provides links to other local libraries, specifically the city public library and the county libraries. Participants are also provided addresses, hours, and phone numbers of the local libraries. This is especially important, so they can use the skills learned at the workshops at the libraries.

e. Site Visits- Publicity and presentations

- 1.) We visited over twenty different sites which either had senior residents, senior activities centers, or other community centers, which had seniors utilizing their facilities.

- 2.) The target population was seniors, and anyplace within reasonable distance of the two primary teaching centers. Traffic patterns were a problem for the Riford center, so classes had to be scheduled early, before three o'clock, in order to use the senior shuttles.
- f. Instructional Program Implemented at both sites Phase 3 & 4
 - 1.) Instruction began at the Riford Center on October 27, 2004. Two 1 hour classes are conducted each Wednesday to attendees which make appointments. The instructors for the group are the Project Director, Project Manager and a health professional student assistant.
 - 2.) Instruction began at the First Lutheran Church Senior Clinic on November 8, 2004. The three instructors also conduct these classes. The numbers are smaller because there are only 3 laptop computers to use.
 - 3.) Instruction at both sites includes the following: Introduction with time to explore hand eye coordination, scrolling with the mouse and getting accustomed to the machines. Review of the materials to be covered. Begin exploring MedlinePlus with the attendees, and give examples for exercise. Items covered include Health Topics, Drug Information, Dictionary, Encyclopedia, News, Directories, etc. This is followed by a selected Tutorial with quiz. Then time is spent on the Senior Health and Clinical Trials sites. Time is allowed for questions and answers. They are taught to access the PCOM Webpage for additional links.
 - 4.) There is a second class in which the groups explore more advanced materials with a workbook and exercises. In this session they learn to use PubMed. Other items covered are using the San Diego Public Library and the SD County Library web sites because they have health information databases.
2. Loansome Doc/Document Delivery Activities
 - a. This activity has not yet been initiated because it is too early in the program. Plans are to cover it in 2005. We have discussed mechanisms for interlibrary loans through PCOM and the public libraries, but the attendees are not yet interested in this aspect.
3. Evaluation Activities- Survey and Questionnaires
 - 1.) At the end of each session, attendees are asked to complete a brief questionnaire, which is helpful for making modifications to the lesson plans.
 - 2.) Attendees have also given ideas and comments which are very useful.
 - 3.) The questions and surveys will also be used for the final evaluation.
 - 4.) Attached are documents including presentations, attendee lists and sample questions used.
4. Problems and Changes
 - a. There have been no major problems with the project to date.
 - b. A few changes involved selection and pricing of equipment needed to conduct the project. Costs were higher than anticipated because we needed machines with larger screens, larger keyboards and also headphones, etc.

- c. We adjusted the costs by deleting the need for other items such as the carry cases and we have delayed acquiring some software which we may change to Publisher and other systems. We are using the PCOM Word license, but it is not the sophisticated version we need.
 - d. Set up at the Senior Clinic is involved each time we conduct training because we had to move to the Church's nursery, as it was too noisy in the entry area we had planned to use.
- 5. Lesson Learned
 - a. Some seniors find it difficult using the mouse and typing. If they have arthritis, their hands are very stiff.
 - b. Seniors perform best when they have individual assistance and they require great patience from the instructors.
 - c. Some people are taught on one on one segment.
 - d. Adjustments need to be made for the varying interests of the group.
- 6. Projected Activities for next quarter
 - a. We will continue to work on all phases of the project.
 - b. Plans are to begin adding Alt Health Watch to the databases with instructions for that component.
 - c. We will begin to explore interlibrary loans and Loansome Doc with the participants
 - d. We will make more presentations to local groups because we have received invitations from them.
 - e. We have been asked to extend the project and will explore that with the NN/LM in 2005
- 7. Report of training and Demonstrations
 - a. There have been approximately 15 presentations to various groups.
 - b. Two kick off presentations one at each site
 - c. Classes have been steady at each site: Four classes each week at the Senior Clinic and two classes each week at the Riford center.
 - d. See attachments for details

HELP
Health & Education through the Library access Program

**Verde Valley Medical Center
269 S. Candy Lane
Cottonwood, AZ 86326**

**Karen Fanning
269 S. Candy Lane
Cottonwood, AZ 86326
fannink@nahealth.com
928-639-6444 – voice
928-639-6190 – fax**

**First Quarter
September 1 through November 30, 2004**

**Respectfully Submitted
January 18, 2005**

NARRATIVE DESCRIPTION

Summary/Introduction

1. Description of Progress toward the Project's Major Objectives

a. Administrative/Planning Activities:

1. A 12-hour/week support person was hired and began work on November 30, 2004.
2. Phone calls were placed and appointments were in the process of being set.
3. **HELP** packets were made for distribution at training events.

b. Collaborations/Partnerships—Training Sites

1. *District Librarian for Yavapai County - Oct. 20, 2004.*
2. *VVMC Social Worker—Oct. 20, 2004.*
3. *VVMC Nursing Administration Partnership Council – Oct. 26, 2004.*
4. *Verde Valley Guidance Center – Nov. 17, 2004.*
5. *Verde Valley Medical Centers' (VVMC) Healthy Families/First Steps Program – Nov. 29, 2004.*

c. Publicity/Marketing Activities

1. There were three news releases. They are as follows:
 - a) Publication: Verde Independent/Bugle
City: Cottonwood and Camp Verde, AZ
Date: September 8, 2004
Section: 2A
Column Inches: 8.25
 - b) Publication: VVMC's *The Connection*
Date: September 10, 2004
It was the top story of the hospital newsletter.
 - c) Publication: Cottonwood Chamber of Commerce Newsletter
City: Sedona, Cottonwood, and Camp Verde, AZ
Date: October 4, 2004
Section: N/A
Column Inches: 4

d. Product/Resource Development Activities

1. 100 packets containing websites, home page information, a bookmark, an evaluation form, and a PubMed: the Basics: were made for distribution at training sessions to be held.

e. Site Visits (Include number and description of the sites and target population)

1. There was only one site visit with one (1) person in attendance. She was my target audience as she is the Yavapai County Librarian. All other sessions were scheduled to be held at Verde Valley Medical Center.

f. Outreach Activities. Include total number of training or demonstration sessions in the quarter, total number of sessions in which half or more than half of participants were from minority populations, total number of participants for the quarter, and a breakdown of the count of participants by:

1. There were four (4) official training sessions during the quarter and one (1) informal session. Only one (1) session had half or more from a minority population. There were a total of twenty (20) participants.
 - i. ***Health care or service provider:*** 2
 - ii. ***Health sciences library staff member:*** 0
 - iii. ***Public/other library staff member:*** 18
 - iv. ***Member of the general public:*** 0

g. Web site development activities

1. None

h. Exhibits

1. None

2. Loansome Doc/Document Delivery Activities

1. 318 articles were delivered during the last quarter.

3. Evaluation Activities

1. Evaluations were handed out at each of the training sessions.

4. Problems/Corrective Actions (including significant changes made in implementation of the project)

1. I revamped the entire ***HELP*** packet during the last week of October and the first part of November. Now instead of having the home web page printed for each of the websites and placed in the booklet there is an Index that contains the name of the product, the web address and a short description of the product. It was after my first training session with the County Librarian that I made this decision to change. The change has reduced the number of pages from over 100 pages to less than 25 pages. The booklet was just too cumbersome. I have also included my

business card, a bookmark regarding MedlinePlus, the MedlinePlus Basics brochure, a Disclaimer from providing medical advice and an evaluation form.

2. I made a small correction to the evaluation form.

5. Lessons Learned/Significant Feedback

1. The process of hiring a person to work just 12 hours per week was much more difficult than I expected. Also, it was a longer process than expected due to the low number of qualified applicants that applied since Cottonwood is a very rural area. Without having a support person in place for the first quarter it definitely did delay some of my projected timelines.
2. Another stumbling block was the time of year that I had picked to begin training some of the social service agencies in our area. They were extremely busy with the holiday season and the services that they provide. I have rescheduled the timeline for training with several of these agencies for the second quarter. These agencies include: The Old Town Mission and Catholic Social Services. In part, this was out of my hands due to not getting a support person hired prior to the end of the first quarter.

6. Projected Activities for Next Quarter

1. Cottonwood Public Library training is scheduled for January 20 and 25, 2005.
2. Sedona Public Library training is scheduled for January 27, 2005.
3. Catholic Social Services training is scheduled in February, 2005.
4. I am scheduled to meet with the Medical Director, the Nursing Coordinator, the Director, and the Coordinator of the Old Town Mission to discuss the award on January 20. The former Coordinator that agreed to participate as a partner is no longer with the Mission and apparently did not discuss the award with the other people. After speaking with the Nursing Coordinator they were very excited about the training possibilities, and I do not foresee any problems.
5. I have been invited to teach/speak at the Research and Ethics Committee as part of the Nursing Magnet Program at VVMC. This committee will guide all nursing research. They will be using the model of IMPACT CARE for all research done in this facility. As soon as the committee is up and running, I will be invited to visit Central Council, the Steering Committee, and all of the Partnership Councils. The council should be formed sometime in February.
6. Several physicians have also expressed interest but no training is scheduled yet.

7. Reports of Training/Demonstration Sessions and/or Exhibit Reports.

1. Five training and demonstration sessions were held.

Outreach Activity Data Collection Forms and Participant Information Sheets **must be completed** for each activity involving training sessions, presentations, or demonstration sessions conducted during the quarter.

Included in this packet are copies of these forms and they are also available online:

<http://nnlm.gov/evaluation/datacollection/>

*Please contact our office if you would like individual training on submitting the outreach data electronically to the **NN/LM Outreach Activity Database**.*

Complete and include in the quarterly report an exhibit report and budget sheet following the attached outlines.

APPENDIX

Include copies of: communications, materials produced, press releases, advertisements, articles for newsletters, etc.

Access to Electronic Health Information,
Central Valley Access to Electronic Health Information Project (Phase I)

Henry Madden Library
California State University, Fresno
5200 North Barton, M/S ML 34
Fresno, CA 93740-8014

Submitted by:

Patrick Newell
Henry Madden Library
pnewell@csufresno.edu
Voice: (559) 278-5182
Fax: (559) 278-6952

Final Report
March 2003-August 2004

Date Submitted: October 1, 2004

1. Summary/Introduction

The Central Valley Access to Electronic Health Information Project (Phase I), the first effort of the Central California Health Information Project, targeted and trained information providers in the Central Valley. Focusing on community-based organizations, school library educators, and Valley librarians (groups that often serve as health information service intermediaries for the public), an outreach component of the project provided education on health information and hands-on training with major internet-accessible consumer health, clinical trials, and medical research information tools. The CCHIP Directory, a web site that provides access to local and national health information resources, was created and maintained. Local health service provider organizations were encouraged to register with the web site, and other local web sites that provide information about local healthcare services were added to the Web site.

2. Geographic region/number of counties

The Project covered Madera, Fresno, Kings, and Tulare counties

3. Collaborations/Partnerships

Collaborative partnerships were formed with the Central Valley Health Policy Institute, Central California Center for Health and Human Services (CCCHHS), and the College of Health and Human Services at CSU Fresno. Although all three contacts were completed in order to prepare future collaborative actions, one of these collaborations began in earnest from the initial contact: the Project began working with the CCCHHS to identify and to contact potential outreach targets and organizations with web site that should be included in the online database. The CCCHHS gave the CVAEHIP its database of local healthcare contacts which was used for initial mailings and telephone calls to area health organizations. The Chair of the CSU Fresno Department of Computer Science was consulted regarding database structure and technology development. The CCHIP project was presented to the Board of the Heartland Region of the Library of California, which allowed use of its email listserv to promote the project. Librarians at the College of the Sequoias were contacted and their assistance enlisted for classes at their library classroom. A fundraiser from the Fresno State Foundation was recruited to work with the CCHIP project.

4. Training

Training courses included a period of classroom training and a period of hands-on computer training. Class content included information competence skills (focusing on content, authority, and accuracy), the identification of authoritative resources, controlled vocabularies and the matching of appropriate information resources to the audience for the information. A complete syllabus appears as Attachment A.

5. Training Sites

Classes were conducted at the Henry Madden Library, California State University Fresno and in Visalia at the College of the Sequoias Library Classroom.

6. Exhibits

No exhibits occurred in connection with this Project.

7. Resource Materials

Members of community based organizations and libraries within the service area received letters and flyers and were contacted by telephone regarding the classes. All member libraries of the Heartland Region of the Library of California received promotional and registration information about the classes. The flyers, bookmark, course syllabus and class handout are attached (as attachments A-D).

8. Web sites

The Web site to publicize the CCHIP workshops was completed; subsequent updates were made as needed to update enrollment information. As the courses ended, the Web site was changed to promote the CCHIP Directory. The site, <http://www.lib.csufresno.edu/cchip/>, has been publicized via flyers and bookmarks. The site will remain available while funding to expand the dataset of local healthcare Web sites contained in the CCHIP Directory is obtained. With additional funding the project principals hope to build the local healthcare provider dataset behind the CCHIP Directory in order to affiliate the CCHIP Directory with the MEDLINE Plus Go Local project.

9. Document Delivery and Reference Services

No document delivery or reference services occurred in connection with this Project at this point, although favorable discussions about becoming a Resource Library for the NN/LM occurred with library administration at the Henry Madden Library at California State University, Fresno.

10. Approaches and Interventions Used

Classes:

The half-day educational outreach classes were taught by librarians who have medical library training as well as consumer health education experience. The classes were adapted from a course originally provided via the Fresno State Extension program. Evaluation of healthcare information resource, local healthcare and information services, local medical and consumer healthcare materials, as well as internet-available consumer health and medical information resources were covered during the classes. Although the objective and content for the classes remained consistent for each class, the classes were tailored to the needs, learning styles, and cultural values of the participants as much as possible.

The promotional campaign, originally planned as a small venture, was expanded to target a wide range of contacts. A telephone campaign to create awareness among county health offices was performed; all county health offices (and collaborator health offices to which the main health office referred us) were contacted and acquainted with the project with all telephone calls followed by subsequent mailings of flyers and bookmarks.

Direct promotion to target groups who served (or would serve) as information intermediaries, was undertaken: Workshops were promoted to all students participating in orientations for new healthcare and allied health students at Fresno State; students were encouraged to promote the workshops to others they know who would benefit from the workshops. During classes, shrink-wrapped bricks of 500 bookmarks were distributed to students who were asked to encourage others to attend the classes; class registrations began to increase significantly after this outreach started, with the latter classes filled to capacity. Outreach directly to students, though the distribution of bookmarks, provided the best method to market the classes. Being such a widely

distributed agricultural area, the Central Valley medical and allied health communities have well-formed but informal personal networks. Distributing bookmarks to students allowed us to infiltrate these networks as students passed on the bookmarks to peers. Future classes will include this subtle yet powerful form of promoting the project.

Web site:

The Web site for the project (<http://www.lib.csufresno.edu/cchip/>) initially included information that both promoted the classes and allowed users to register for classes; after the classes concluded, the Web site for the project housed the user interface to the Directory. A student programmer and the Henry Madden Library Systems Librarian built the CCHIP Directory based on NLM's Go Local specifications using Open Source tools (Linux, PHP, and MySQL).

11. Evaluation

Classes:

Although 70 people registered for the health information classes, only 51 students attended the classes; people representing 23 organizations attended the classes. Participants indicated on the feedback forms distributed after classes how well the course objectives were reached, their ability to apply what they have learned, and the instructor's instructional techniques and effectiveness; over 90 percent indicated satisfaction with the classes. Completed evaluation forms were submitted on the Outreach Activity Data Collection Forms after each class. Students with email access were contacted for a three-month follow-up study where the course objectives and their ability to apply the training was covered; only two of the students replied selectively to the email survey, indicating their thanks rather than providing useable data (their responses indicated that they used what they learned on a weekly basis in answering end-user health-related questions).

Web site:

By September, 2004, there were 102 web sites/organizations in the CCHIP Directory. Twenty of these are active and visible to the public; the remaining 80 need information from the healthcare organization clarified before they are classified and made visible to the public in the Directory. Because the Web site was populated with local healthcare provider Web sites after the classes were taught, the Directory was not taught in the classes; coupling this with the small number of sites visible in the CCHIP Directory, its use has been very low.

Plans for a link on the web pages that would allow users to provide numerically ranked satisfaction feedback (using a scale from one to seven, where one indicates "poor" and seven indicates "outstanding") on the site were changed until the Directory has a critical amount of useful information (and users would find it easier to give the Directory a higher rating). Fewer than 20 unique visitors accessed the Web site each month. We hope that the inclusion of more active Web sites in the Directory and its promotion in future classes (and other promotional venues) will increase its use.

12. Problems or barriers encountered

Classes:

Initial problems were encountered when attempting to promote the classes. Starting a new educational workshop in a region as large as the service area posed unforeseen problems of how to promote the classes to their intended population. The use of bookmarks, described in section 10 of this report, and the assistance of workshop attendees in promoting the workshops to their peers helped overcome this problem. Having collected the email addresses of attendees, many of whom are librarians, county health personnel, and healthcare professionals, we used these 'invisible colleges' to promote future classes to our target communities. The large geographic area covered by the project also created attendance problems in penetrating the targeted communities more completely; plans to address these issues appear in section 15 of this report.

Web site:

As the Central California Health Information Project was created to be an ongoing project, most issues regarding the Web site have been understood in light that they eventually would be solved although not likely during this initial phase. Plans for developing the CCHIP Directory in response to use statistics needed to be changed due to low use of the Directory. Plans to allow users to provide numerically ranked satisfaction feedback on the site (including the usefulness of the site, its organization, the users ability to find the information they needed, and if they would recommend the site to others) were postponed until the Directory has sufficient resources listed that users will use it (and find it useful) at which time sections for users to indicate what other information they would find useful as well as other comments will be included. Initial development of the thesaurus for the Directory was problematic; the thesaurus from the NCHHealthInfo.org site was adapted for use with the Directory.

13. Continuation plans

In order to continue the CCHIP work and to expand the information available in the CCHIP Directory, the amount of time that library personnel work on building the CCHIP must be increased; currently, library personnel work on the CCHIP Project in addition to their primary jobs. The CCHIP Directory will remain available on the Web site; in order to increase its utility, funding has been sought for .5 FTE to serve as a Project Director whose responsibility will include identifying and including Web sites in the CCHIP Directory. Funding from grants, tobacco funds, and casino money are being sought to continue the Directory Project. The instructors have been asked by the Heartland Regional Library Network to offer the class at the annual Heartland educational forum; should the need for classes be expressed in the future, the instructors will offer the classes again for libraries or information intermediaries in the service area although no formal program is currently planned.

14. Impact

The CCHIP classes have had a positive impact on the community. In addition to the individual attendees, the courses have been promoted by members of the Heartland Regional Library Network (several of whom attended the classes). The awareness of the need for future classes and the establishment of a network to communicate information about those classes has had, and will have, a significant impact on the Central Valley. Prior to these classes, librarians and members of the community traveled to the Bay Area, Los Angeles or Sacramento for training; since the classes, the Heartland Regional Library Network has established library-related classes on topics requested by member libraries in the Valley (action which previously had not been

attempted because of a perceived lack of interest and resources). The impact of the Web site and CCHIP Directory has been minimal at this point, with the expectation that its impact will grow as the number of Web sites included in the Directory increases.

15. Recommendations for improvement

Overall

Administration of the Henry Madden Library and the California State University Fresno have been extremely supportive of the Project, yet the collection and input of data into the CCHIP Directory remained secondary to offering the workshop and the specifying, building, and debugging of the Directory. No amount of support from administrators or good intentions from primary investigators supplants the need for a dedicated, paid staff member to oversee the data collection and input. The Project principals have identified potential funders for a half-time position for an employee who can oversee the promotion of the Directory to healthcare providers and organizations in the Central Valley and the input of their data into the Directory.

Classes

During breaks in the class sessions, the instructors asked attendees what would improve attendance at the classes and how to reach a larger audience in the service area. With a large geographic area to cover, travel to classes was reported as one of the largest obstacles faced by attendees. Even with two sites for the classes, many potential attendees would need to travel over two hours by car in order to attend classes. Possible responses to this problem that would overcome these obstacles include reimbursing travel expenses for attendees or offering classes in more locations in the service area. Several nurses who attended the classes suggested offering continuing education credits for classes. These suggestions will be included in the development of potential future classes.

Web site

Improvement of the CCHIP Directory will be easily accomplished once more Web sites for local healthcare agencies and providers are added. A limiting factor for this is the limited number of Web sites for businesses and organizations in the Central Valley. Plans to fund a position that will allow for significant development of the Directory are underway.

Responses to Follow-Up Questions

1. Goals: Our original project goals were met.
2. Lessons Learned: We learned that conducting outreach operations in rural areas requires significant promotion of the project within the loosely organized network of healthcare workers who might serve as healthcare information intermediaries. Connecting with this group was crucial to the success of the project; providing bookmarks and flyers to class participants and encouraging them to promote the classes to their peers was the most effective method of engaging potential students.
3. Changes if starting over: Since our intention with this phase of the project was to determine how to meet the needs of the community by creating a Directory and to provide classes to the community, our goals were met. However, knowing what we know now, we would start the 'bookmark outreach' earlier to increase class enrollment

(since the first classes were under-enrolled) and begin efforts on collecting data for the CCHIP Directory much earlier in the process.

4. Advice and recommendations: Anyone considering a similar outreach effort should consider direct outreach to potential students (and providing students the materials in class to provide outreach to other students) immediately upon start of the project. Getting students to know about the classes was the most difficult part of the project; once students knew about the classes, they spread the word to others in their professions and encouraged them to attend the classes. A wider geographic spread of the classes should be considered; our project had people driving for over two hours one-way to attend classes, indicating that others might have attended if they did not need to commute far to the classes.

CCHIP CLASS SYLLABUS

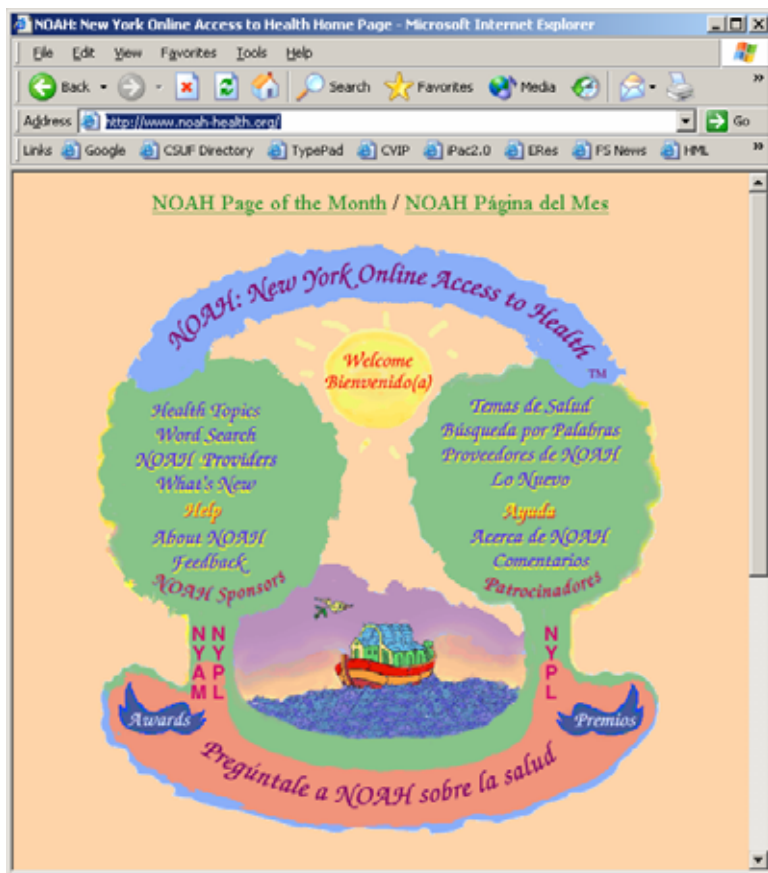
Action	Time	Who
Classroom Section		
Cookies & Intro Survey	On arrival	-
Intro to the Project	3 min	PAN
Icebreaker: Flow of Information Charting Exercise (general topic – September 11)	5-12 min	KRS
Flow of Health Care Information Charting (health care topic - SARS)	5-10 min	PAN
Communities affected by health information/types	5 min	PAN
Paper sources: Introduction of most useful	5 min	PAN
Introduction to the Web	5 min	KRS
Evaluating web resources/criteria	10 min	KRS
Search engines vs. Directories (Google vs. Yahoo)	5 min	KRS
What Is a Search Engine	5 min	PAN
Authoritative health directories (NOAH, Healthweb, Mayo Clinic, MEDLINEplus) demonstration and discussion	30 min	PAN
BREAK (direct students to computer lab)		
Hands On Section		
Situate students/orient to computers	5 min	Both
Demo of PubMed	5 min	KRS
Overview of Medical Subject Headings	15 min	KRS
Exercise: Find MeSH terms for common ailments	10 min	Both
Overview of subheadings	5 min	KRS
Overview of “Restrict to Major Topics”	5 min	KRS
Exercise: Find subheadings for their topic of interest	10 min	
Discussion: What subheadings are useful to your topic (adverse effects, etiology, human, adult, female, etc.)	5 min	KRS
Overview of Combining Search topics	5 min	KRS
Exercise: Combining Search topics	10 min	KRS
Overview: Exploding MeSH terms	10 min	KRS
Exercise: Exploding MeSH terms	10 min	KRS
Short Break if Necessary		
Overview of Consumer Health Information		PAN
Intro to MEDLINE Plus		PAN
* Drug Information		PAN

* Medical Encyclopedia		PAN
*Dictionary		PAN
*Directories		PAN
*Other (esp. Consumer Health Libs,		PAN
***Students' Particular Health Topics		PAN
Overview of Clinical Trials (what.how.where)		PAN
Intro to Clinical Trials.Gov		PAN
Research your topic (with Librarians observing)		Both
Q&A	10-20 min	Both
Recap Hands-On Content	5 – 10 min	Both
Exit Survey	3 min	Both

www.medlineplus.gov



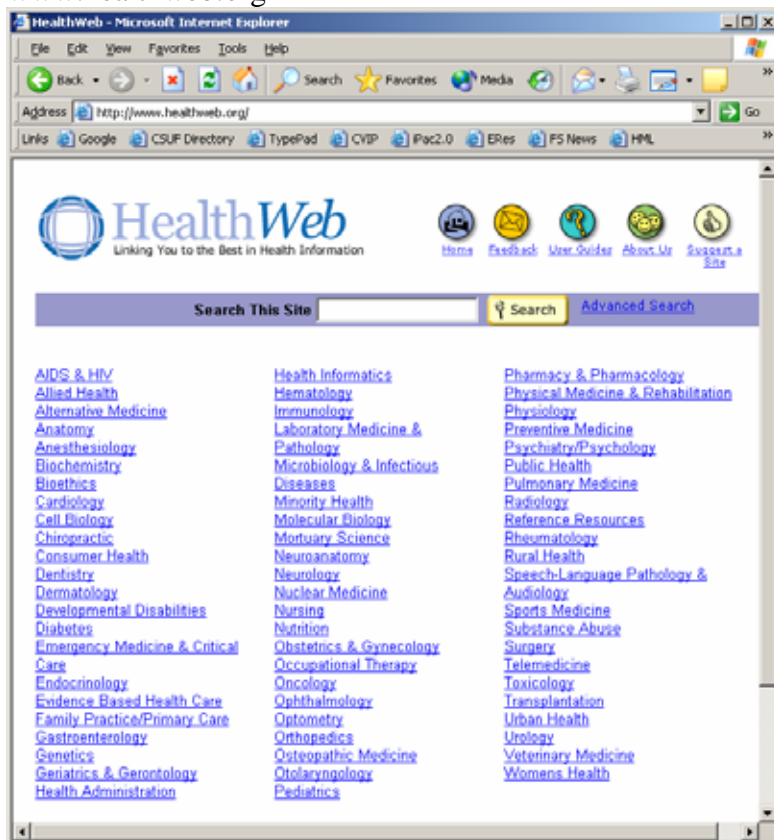
www.noah-health.org



www.mayoclinic.com



www.healthweb.org



**Providing Enhanced Access to Electronic Health Information: A Partnership Between
Good Samaritan Regional Medical Center (GSRMC) Health Sciences Library and the
Body Positive Foundation of Phoenix**

2003 Access To Electronic Health Information Subcontract

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Report Period: March 1, 2003-August 31, 2004
Date Submitted: October, 2004

1. SUMMARY/INTRODUCTION

During the Spring of 2002, the Librarians at Banner Good Samaritan Medical Center Health Sciences Library decided to apply for an NLM award to do a community outreach project when the announcement was sent out from NLM. We did this out of a desire to provide library services beyond our facility to the community at large. The Health Sciences Library had within the last five years opened to the public but was apprehensive to publicize this fact for fear we would be unable to meet the new demands made by this change. We saw this opportunity to provide library instruction and services to a large but targeted group, to determine if we could broaden our client base. At the same time our hospital was also becoming more involved in community programs and focusing on greater direct marketing to consumers so we knew we would be able to garner the support of the Hospital Administration.

We chose Body Positive a local HIV/AIDS advocacy group. They are the largest single provider of HIV primary care services in Maricopa County. In conjunction with the Maricopa County McDowell Health Care Clinic, located in the same building, it offers comprehensive services to HIV clients and their families. . Body Positive is a 501 c3 non profit organization, who in 2001 served 1700 clients who were HIV positive and provided outreach to thousands more through their community education programs. They are the largest privately funded location for HIV/AIDS clinical drug trials in the West, which allows them to offer many drugs free to their clients. Other reasons for choosing this organization were many, their facility is located across the street from our hospital so our library would be very accessible to its clients and staff. We also reasoned that clients battling HIV/AIDS would need access to the best and most current medical information. Body Positive is not affiliated with any other institution in the Phoenix Area, and was large enough and had adequate staffing to assist us with this program. At the time of the writing of the proposal BP was one of three groups in Phoenix providing assistance to HIV/AIDS patients who received major funding from the Ryan White Foundation, this foundation made the competing groups concentrate in specific areas in order to maintain their funding and have better utilization of resources. Body Positive's new focus would be education, research and wellness areas that were even better suited to our partnership. We met with various representatives of Body Positive, first being assigned to the Assistant Director of Development and then later to the Director of Education who assisted us in our proposal request as well as establishing the informational needs of its clients and staff in order to develop a comprehensive program to fit their needs.

The Librarians at BGSMC Library were in a unique position to make this award succeed. Our Library is the largest medical library in the Phoenix metropolitan area so we had adequate resources to assist Body Positive. Also we had adequate support staffing including a full time systems person, to allow the librarians to take on an additional responsibilities. We were and are also fortunate to have a large enough budget to add more HIV/AIDS materials to our collection and to supplement this collection on an on going basis beyond the dates of the award. Finally we had the enthusiastic support of our hospital administration to go forward with this project.

The objectives of our award are as follows:

- To provide access and training on the use of the National Library of Medicine's electronic resources via Pubmed and MedlinePlus. The Librarians developed a class varying from 1- 1 ½ hrs split between searching Pubmed and MedlinePlus, we also covered Aidsinfo and other valuable internet sites. We discussed how to evaluate a

website and the various certifying organization eg, HON or URAC. We trained Body Positive Staff Members as part of their monthly staff meeting. We also taught classes to BP clients and non-affiliated HIV/AIDS Staff. In all we taught over 100 attendees. As part of the award we also purchased two computer workstations for clients to use. One was purchased for the Health Sciences Library and the second was for client use at Body Positive.

- To provide training on AIDS and HIV information resources intended for the patient/consumer. The focus of our teaching was highlighting the Internet based resources available through government resources such as NLM as well as AIDSINFO. Also we covered a few of the best non commercial sites such as AEGIS and many of the sites, we learned while attending the AIDS Summit in the Spring of 2003. We focus on a few very good sites rather than trying to do too many sites.
- To provide access to information resources intended for Hispanic and / or minority healthcare professionals and consumers. Body Positive serves a very diverse clientele, representing many minority groups. The staff also reflects this same cultural diversity. In most of our programs at least 40-50 percent where from minority groups, especially Hispanic, African and Native American. Body Positive also is targeting minority women into their programs by providing daycare and other family social supports. One of the support groups we taught was almost exclusively female. Although we did not do any programs in Spanish we also included foreign language materials from MedlinePlus. And other websites.
- To develop training materials and brochures for accessing AIDS information. The Librarians developed a web page of the sites covered in our presentations with limited annotations, the web address is: www.samaritan.edu/hiv.htm. We downloaded MedlinePlus and Pubmed trifold brochures as well as purchasing materials from AIDSINFO. We also made this the home page for the Client computer at Body Positive that was purchased through funds from this award. As part of the Award, we were able to purchase a small resource collection of monographs jointly selected by the Librarians and the Educational Coordinator of Body Positive.

To provide document delivery services through Loansome Doc. At first we were going to set up only two Loansome Doc accounts, the first for the staff and the second for the clients. However we changed this and set up individual accounts for individual staff members because of difficulties of not having a full time BP staff member to manage and deliver the materials. We also provided document delivery via the phone and emails if the staff or clients requested them.

To provide an ongoing link between the Health Science Library and Body Positive, and the community it serves. Our experience in working with the clients and the staff of Body Positive has been very fruitful, and has made us want to continue our partnership. During the award period, BP primary focus has changed to wellness and education, which makes our usefulness to them even greater. The BP staff has been strong advocates of our programs and we continue to serve their needs. We were even able to reallocate unused monies to purchase a lap top computer for Body Positive to use for its educational programs, especially those done off site. In July 2004, the Librarians were honored at the Annual Body Positive Recognition Ceremony and received the Myers

Award, which recognized those in the health care field that have provided support for Body Positive services.

2. GEOGRAPHIC REGION/NUMBER OF COUNTIES:

All of our educational sessions took place in Maricopa County, the most heavily populated county in Arizona and the county where most of the Phoenix metropolitan area resides. Maricopa County is unusual for it covers an area of over 9000 square miles and is the fourth most populous county in the Nation. Therefore, the vast majority of Body Positive clientele are from Maricopa County. The only foray beyond Maricopa County was our presentation at the Regional MLGSCA meeting in Sacramento in January 2004.

3. COLLABORATIONS/PARTNERSHIPS

Most of our collaboration was with Body Positive, but we were able to communicate with other groups and agencies. Most of these staff members from other agencies attended the training sessions held at the Body Positive facility. While most non affiliated staff were from the McDowell Clinic, which resides in the same building as Body Positive. This is the primary care clinic for HIV/AIDS patients in Maricopa County. We also offered educational displays at Gateway Community College in conjunction with a professional workshop offered by Body Positive Education Staff. While at this program we were able to interact with many other HIV service organizations and agencies. We distributed our materials to these other groups, the workshop attendees and the Gateway students as well.

4. TRAINING

We concluded our training sessions all within the 2nd and 3rd quarters of the award period. In total, we conducted 7 training sessions, 2 for Body Positive Staff, 4 for their clients, and 1 which had a mixture of staff and clients. We trained 55 clients who were members of the general public, and 45 staff and volunteers of Body Positive, who are healthcare or service providers, for a total of 100 people trained. While there were no sessions in which more than half of the participants were from minority populations, we did have in attendance several members of various minority groups including African American, Hispanic, Native American and gay and lesbian attendees.

1. TRAINING SITES

We conducted all of our training sessions in the Body Positive education room, which is also where they hold their evening support groups. Body Positive often provided food for these sessions, which was greatly appreciated by all. A network connection was utilized, and we projected the internet from the equipment purchased through this award. The room was large and comfortable, with tables and chairs for attendees.

6. EXHIBITS

Our first exhibit was held on October 24th 2003 at a jointly sponsored program by Body Positive and Gateway Community College and was titled “HIV: The Forgotten Threat”. Approximately 150 people stopped by the exhibit, which highlighted our award and partnership with Body Positive and also demonstrated NLM resources. We considered this exhibit a success.

Our second exhibit was held on April 1, 2004 at Banner Good Samaritan Medical Center campus. The event was entitled: Banner Good Samaritan Annual Show of Excellence. This is an event held each year for Banner employees where departments and projects create exhibits to highlight their activities during the last year. There were approximately 500 employees who stopped by our exhibit, which again highlighted our award and partnership with Body Positive and NLM resources. This exhibit was a great success and created excellent public relations within our institution for the library.

7. RESOURCE MATERIALS

Most of the promotion that was done for our educational sessions was through existing Body Positive venues and examples were sent along with the quarterly reports. The URL for the website we developed is: www.samaritan.edu/hiv.htm. This site was submitted to the National Training Center and Clearinghouse website for inclusion on their site on October 8, 2004.

8. WEBSITES:

As stated above, the URL for the website we developed is: www.samaritan.edu/hiv.htm. This website will be updated and we plan to submit it for inclusion in the Turning Point Project of Arizona. The focus on this website was not to be all inclusive but rather to focus on local resources and a few excellent national and regional links.

9. DOCUMENT DELIVERY AND REFERENCE SERVICES

We did provide all Body Positive staff with Loansome Doc logins and passwords, however, this services was not utilized by them. We periodically receive reference questions from staff or clients of Body Positive, and have answered approximately 10 of these throughout the award period.

10. APPROACHES AND INTERVENTIONS USED:

Identifying and scheduling sessions:

Our first contact person at Body Positive was the Assistant Director of Development. However it soon became apparent that a better person to work with was the Education Coordinator, Ronnie Berger. It was after we started working with her that our award started being successful. She was a strong advocate for our project and was able to assist us a great deal with scheduling sessions to coincide with activities that were already planned at Body Positive. For instance, they had an established “Lunch and Learn” series we were able to use

two of these sessions, and we also taught a session during a regularly scheduled staff meeting, this was especially important so the staff would see the value of our project and allow us to present our class to the various support groups they led. This helped with the attendance at our sessions enormously.

Promotion/marketing:

Again, having the relationship with Ms Berger helped tremendously with marketing. Body Positive had a monthly newsletter, and we were able to publicize our programs. They already advertised their Lunch and Learn sessions in various ways as well, so that was not an issue. They also provided food at most of their meetings and functions, which also helped with attendance.

Training:

The librarians again met with Body Positive's Education Coordinator to discuss the curriculum for the training sessions. We also attended a basic HIV/AIDS education session taught by Body Positive to get a sense of their culture and needs. We were also very fortunate to attend the AIDS Summit offered by the RML at UCLA. This Summit was so useful in meeting HIV/AIDS health professionals and gaining and understanding of the current situation of the HIV/AIDS epidemic. The Librarians also attended CE programs offered by Body Positive to Health Professionals in Maricopa County. The first workshop was entitled "HIV the forgotten threat" and the second training opportunity was entitled "HIV and Hepatitis C: a tale of two viruses" As far as the training we offered we decided to split the training between consumer sites and PubMed, as this population tends to be very well-educated about their disease and often has very specific questions they want to research. This approach seemed to work well.

Personnel/Staffing

For the most part, the trainings and other work on this award was performed by the Banner Good Samaritan Medical Center librarians. However, we received technical assistance from our Computer Specialist, Document Delivery assistance from our ILL staff, and book ordering and processing assistance from our technical services staff. We are fortunate as a hospital library to have such support staff. Body Positive staff also assisted with classroom set-up, collection development and various coordination of the sessions.

Web Site Development

The Banner librarians found and annotated sites for inclusion in the website. Our Computer Specialist created space on our web server for the site, and mounted it when ready. It continues to be maintained by Banner Good Samaritan Medical Center library staff.

11. EVALUATION

We initially decided to do pre-tests and post-tests at our training sessions, however, we discovered after the first two formal sessions these were of little value as there was very little change in the responses to the questions. We do not know if we didn't formulate the questions adequately, or if the format simply didn't lend itself to the training we were doing. We did pass out evaluation forms for the 3 formal sessions we held. We did not pass them out during the support groups we visited due to time limitations and the abbreviated nature of our training there. Feedback from the first two formal sessions is aggregated in the table below.

We received 18 evaluations from both sessions. The breakdown of responses is as follows:

	Excellent 1	Above Average 2	Average 3	Below Average 4	Poor 5
1. The presentation met the stated objectives.	8 responses	6 responses	4 responses	0 responses	0 responses
2. The material was relevant and useful.	11 responses	5 responses	2 responses	0 responses	0 responses
3. The instructor was organized and easy to understand	8 responses	7 responses	3 responses	0 responses	0 responses
4. The instructor was knowledgeable about the subject matter.	12 responses	5 responses	1 response	0 responses	0 responses
5. After taking this course, I feel better able to find accurate health information that meets my needs.	10 responses	4 responses	4 responses	0 responses	0 responses
6. Overall rating for this course:	7 responses	9 responses	2 responses	0 responses	0 responses

The evaluation results from the final formal session are in the table below. There were 8 people in attendance, and we received forms from all eight. The results are as follows:

	Excellent 1	Above Average 2	Average 3	Below Average 4	Poor 5
1. The presentation met the stated	1	5 responses	2	0	0

objectives.	responses		responses	responses	responses
2. The material was relevant and useful.	6 responses	2 responses	0 responses	0 responses	0 responses
3. The instructor was organized and easy to understand	3 responses	4 responses	1 responses	0 responses	0 responses
4. The instructor was knowledgeable about the subject matter.	6 responses	2 responses	0 response	0 responses	0 responses
5. After taking this course, I feel better able to find accurate health information that meets my needs.	2 responses	4 responses	2 responses	0 responses	0 responses
6. Overall rating for this course:	4 responses	4 responses	0 responses	0 responses	0 responses

12. PROBLEMS OR BARRIERS ENCOUNTERED

In working with another organization there are always some problems or barriers encountered. A community based organization like Body Positive has its own pressures and problems. They are always fund raising which sometimes caused our planning meetings and programs to be delayed as their staff had to be reassigned to new projects. Also we were first assigned to a development person who did not always see the relevance of our project after the initial award had been granted. This situation improved greatly when we were able to work with the Education Coordinator. However sometimes we were frustrated because her position was part time and had very flexible scheduling. We believe this person is really exemplary because she has such a huge job that we frequently had to wait for information. Another barrier is that Body Positive had their own priorities and time frames for accomplishing tasks. During this period, they were doing a major renovation of their facility. This renovation seemed to take forever. We waited six months before we could deliver the computer for BP Clients, for the area to be completed. We then had to wait another 6 weeks for phone and computer lines to be installed. Also we had to provide technical support for the computer we provided for the Clients at BP. Twice we sent our systems person to their facility to fix the computer which at both times required tightening of cables.

13. CONTINUATION PLANS

As mentioned earlier we intend to continue our affiliation with Body Positive. We offer services and access to information that are important and useful for them to accomplish their educational programs. We also see this continuation as something we can manage

and afford on an ongoing basis. We now realize that the staff of this organization does not have the same library demands that we have to our clinical staff. The clientele also does not classically use libraries, they are less sophisticated users. We are very encouraged that the staff and clients know we are there to assist them and call us when they think their need is beyond their reach. We think the demands placed on our library and staff will remain at a level we can accommodate easily.

14. IMPACT

It is very difficult to determine the impact of our project since our primary measurement tool did not provide valid results and we discontinued using it. We do know that we received very positive evaluations and that both the Body Positive Staff and Clients received us very warmly. We did familiarize the staff and clients with authoritative and very current sources of information. We also were able to make them aware of new sites such as AIDSINFO which became available during our award period. Also we assisted them with information on subjects that they needed in greater depth and detail such as AIDS in pregnancy or lipodystrophy, PUBMED was an invaluable resource at these times. Another very important implication is, that as clients live longer with HIV/AIDS they develop many comorbid conditions such as diabetes or heart disease reflective of their aging and need information on those topics, too. We have been told that many of the books we were able to provide have been “flying off the shelf”. Many of those titles covered living or coping with disease which seemed very popular with their clients. Another impact of this project is how it affected the Librarians and library services. This project changed our view of outreach activities perhaps making our expectations more realistic of opening our Library to the public. We have subsequently opened a separate Patient/Public Learning Center Library as part of a major renovation project and have opened our services to the public even publicizing our Library in the local newspaper. We have hired a third professional Librarian, who is also bilingual in Spanish to staff this patient library. Initially we have been marketing our services internally to patients and staff but also have plans to visit area community organizations to educate their staffs of our willingness to serve their clients as well. We have also received an internal grant from our Health System to provide materials for low literacy or disabled patients and the public. This is an outgrowth of our experience with our HIV/AIDS classes where we became aware of some of the participants being illiterate. At the time of that class we were so uncomfortable knowing we had nothing to offer that couple, that we are pleased to say we were able to transform our discomfort to more positive steps. Some of the equipment we purchased includes special big alphabetical keyboards and talking sticks, color printer, scanner extra workstations but our most innovative purchase has been special software that allows information to be read directly from the internet screens in either, English and Spanish. We will also install this same software in our large family practice and primary care clinics which serve many minorities and indigent patients. Also as part of this internal grant we will offer classes to the hospital staff on literacy issues so that they become more aware and sensitive to these individuals and know that we have resources to assist more patients and their families.

15. RECOMMENDATIONS FOR IMPROVEMENT

In order to develop more effective evaluation tools, we could have done a trial-run of our pre-tests and post-tests on a sample group before using them at our training sessions. We discovered they were ineffective, and also needed advice on how to improve them. By the time we discovered this, we had already trained a great deal of people.

We also discovered in a couple of the groups that we trained, there were people who were completely unfamiliar with using a computer, and a small number who had literacy issues. Our training had little impact on these people, we fear, and we could have had some alternative materials available had this been anticipated.

16. RESPONSES TO FOLLOW UP QUESTIONS

- a. Were your original project goals and objective met, If not, why not?

Our accomplishments related to our award goals have been covered in detail in the Summary/Introduction section. We believe we were very successful in our project reaching over 100 people in our educational programs. We also learned what the information needs were of the staff and clients of Body Positive. One area we hoped to have greater results was with the Hispanic community. In all of our programs we had many Hispanics but not in the numbers we anticipated. Initially we hoped to teach the bilingual staff members to then educate their clients. However we found that Body Positive has very few non English speaking clients, because as a group these people are primarily served by Chicanos por la Causa,, who is best equipped to assist this part of the Hispanic community. Initially we thought we would create many materials and brochures but discovered very quickly that there is an abundance of excellent materials and brochures. Instead we selected the best and distributed these materials during our classes. We did create the web page that we use for teaching too which was customized for the clients of Body Positive highlighting local and governmental resources.

- b. What significant lessons were learned...We learned so much doing this project that we made a presentation of the lessons learned at the Joint meeting of the NCNMLG-MLGSCA in Sacramento in January of 2004. We received many positive responses and were ask to present it again for the Arizona Library Association Meeting in December 2004. We learned that it was crucial to have clear and attainable goals and objectives. Be realistic, we never planned to make the BP clients to become expert searchers instead we wanted to impart the knowledge that more comprehensive and authoritative information was available. It was also important to learn the information needs of the clientele. The clients of BP and even staff members are not heavy library users like the staff we serve in our hospitals. They don't have the same expectations or interests in getting everything on a particular topic. Another lesson was to be sensitive to the cultural and ethnic differences among the clientele. We dealt with very diverse ethnic groups, who also subscribed to many different lifestyles. The clientele were also very involved in their care plans monitoring their viral numbers and other physiologic indicators. There was also great interest in alternative or integrative

medicine which was used by many patients in conjunction with their pharmaceutical regimens. Beyond the personal culture and ethnic differences we had to be sensitive to a wide variety of abilities and literacy levels. Some of the people we trained were highly educated and motivated and others were hearing about internet based information for the first time. We even had to address some clients who were illiterate and had to be sensitive to their needs. All of these factors required that we be very flexible in our presentations. The curriculum had to be very dynamic changing with the composition of each group. Also the groups' information needs changed with the age and gender of the group.

- c. If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.? In doing this project we were extraordinarily fortunate in our partnering with Body Positive. Many of our opportunities fell into our laps by sheer luck rather than careful planning. We were wise to select Body Positive because it was well established and well funded. Body Positive has been around for many years, their programs are well known and they serve a wide client base. Funding is always an issue with any community based organization but BP has the infrastructure of fundraising and grants primarily from pharmaceutical manufacturers via their drug trials. They sponsor many fundraising activities throughout the year and are very sophisticated in their approach. They also have a large staff (approx. 45 employees) and a cadre of volunteers. This was helpful because we switched from the development person to the educational coordinator, who was then able to plug us in to many opportunities. Our partnering with the educational coordinator enabled us to use long established programs like the lunchtime programs that were well known to the clients. We also went to meet with the support groups during their normally scheduled times. Clients didn't have to make changes to their schedules to attend our programs. Finally BP was already working with the target population and had an excellent reputation among the HIV/AIDS clients. It was also this same group that needed access to current information to combat their disease.
- d. What advice or recommendations would you give to anyone considering a similar outreach effort. The benefits of this project were many to our library, our institution and our professional growth. This project was a good opportunity to improve our institution's public relations. We were providing good service to the community for a very modest cost to our institution. Our project was viewed favorably by our administration as showing initiative and providing a good community services. We also increased the visibility of our library within and outside of our institution. We also discovered that this increased visibility did not come at a cost of being overwhelmed by too much business from the community. On a professional level, the benefits of this award were the greatest and totally unanticipated. We learned so much about HIV/AIDS . We attended training sessions and workshops sponsored by Body Positive. We were also invited and attended the HIV/AIDS Information Summit at UCLA in the Spring of 2003 and sponsored by NLM. Much of our knowledge has also helped with our work with our institution's staff and we were more effective in searching and teaching. We also have the personal satisfaction of knowing we did something to help a group

that is combating a very serious disease. We were able to provide information to this group for free. Lastly, it exposed us to so many opportunities and we received awards and recognition for our efforts, which we never anticipated at the project's inception.

Project Name: HAWAII HEALTH PORTAL: STATEWIDE PATHWAY TO
ELECTRONIC HEALTH INFORMATION
(2003 Access to Electronic Health Information)

Institution: CONSUMER HEALTH INFORMATION SERVICE (CHIS)
HAWAII MEDICAL LIBRARY (HML)
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Date Submitted: September 20, 2004

Hawaii Health Portal: Statewide Pathway to Electronic Health Information

I. Narrative Description

1. Summary/introduction

The Hawaii Health Portal: Statewide Pathway to Electronic Health Information project was successful in the creation of a statewide health Internet portal, which helps to solve the problems of fruitless searching and questionable authority. The Portal serves as a launching point for Hawaii residents in the process of healthcare decision-making. Organizations such as Hawaii Medical Library (HML) can use the Portal to promote the use of quality health information on the web via the best national and local resources. Since its debut in September 2003, the web pages of the Hawaii Health Portal have been accessed almost 8,600 times.

Included in the Portal are links to authoritative health information specific to the needs of Hawaii's residents, with an emphasis on Native Hawaiian health information sources online. It is difficult to find these Native Hawaiian resources, so having them listed in one location was one of the primary reasons for creating the Portal. The need for such a list is reflected in the web site statistics, which consistently show that the Native Hawaiian Health Information page has the second-highest access rate (the highest is the Portal home page).

Another objective of this project was to strengthen and develop HML's existing partnership with the Hawaii State Public Library System (HSPLS), and to collaborate with the University of Hawaii's Department of Native Hawaiian Health (DNHH), the Native Hawaiian Center of Excellence (NHCOE), and Papa Ola Lokahi (POL). HSPLS librarians within the 50 public library branches had the opportunity to attend training sessions, and through the public libraries, four sessions with the public were arranged. In all, ten training sessions were offered via the public libraries.

Also, a collaboration was established between HML and DNHH, NHCOE, and POL. Training sessions were offered to all and web site recommendations were requested.

All of the goals anticipated in this project were met.

2. Geographic region/number of counties

Workshops were conducted in four Hawaii counties: Hawaii, Honolulu, Kauai, and Maui.

3. Collaborations/partnerships

Hawaii State Public Library System

The CHIS and HSPLS existing partnership was strengthened further by this project. The training sessions provided to the librarians were welcomed as refreshers for those who had attended past training sessions and as an introduction to some extremely helpful health web sites for newcomers.

Collaboration had been slightly more difficult than expected due to changes within HSPLS administration and budget difficulties. They chose not to take advantage of our offers to do training sessions on Molokai and Lanai.

Currently, the partnership continues. Both CHIS and HSPLS have reciprocal links to the other's web sites. HSPLS distributes Hawaii Health Portal marketing materials to the public, and CHIS assists patrons referred by HSPLS because they are seeking health resources beyond what the public libraries provide.

University of Hawaii's Department of Native Hawaiian Health (DNHH)

The lines of communication were opened between CHIS and DNHH because of this project. DNHH declined any training sessions, but they did provide some Native Hawaiian health web site suggestions for inclusion in the Portal. Also, although they are still constructing their web site, DNHH has made a link to the Portal.

Papa Ola Lokahi (POL)

POL is currently undertaking a large project in sponsoring the development of the web site, Native Hawaiian Health, and there were several discussions between Consumer Health Librarian Tina Okamoto and Momi Lovell at POL, who is in charge of web site development, on how the Hawaii Health Portal and Native Hawaiian Health can complement each other. Communication will continue as the Native Hawaiian Health web site grows.

POL also declined CHIS' offer to do training sessions. CHIS had hoped to be able to present the Portal to Native Hawaiian health educators affiliated with POL throughout the State. Initially, they seemed very receptive to the idea, but in the end they decided not to pursue this.

Native Hawaiian Center of Excellence (NHCOE)

Tina Okamoto did a training session for the NHCOE Acquisitions Coordinator, Niyati Ni, and NHCOE was very appreciative of the Hawaii Health Portal marketing materials that were sent to them for distribution. An excellent link recommendation made by NHCOE is the Native Hawaiian Health Database. Niyati Ni mentioned possibly coordinating with Tina Okamoto in the future to do a workshop that introduces both the Hawaii Health Portal and the Native Hawaiian Health Database.

4. Training

- Total number of training sessions: 11
- Total number of sessions in which half or more than half of participants were from minority populations: 9
- Total number of participants in the project's sessions: 270 (see note under the breakdown of participants)
- Breakdown of participants by:
 - Health care or service provider: 1
 - Health sciences library staff member: 0
 - Public/other library staff member: 105
(note: according to statistics from the pre-survey data, there are 14 library staff members that attended sessions, but did not fill out the Participant Information sheet)
 - Member of the general public: 164

5. Training sites

HSPLS Oahu Branch Manager Meeting

The Hawaii State Public Library System Oahu branch manager meeting was held in the Pearl City Public Library conference room on October 1, 2003. The purpose of this session was to introduce the Hawaii Health Portal to the branch managers and demonstrate its usefulness as a tool to access health information. The branch managers would then be able to share what they have learned with librarians within their branches, who would in turn use the Portal to help their patrons find authoritative health information.

Site description: The conference room is an enclosed room with tables around which the librarians were seated. Presenters sat at a front table. A large projection screen was at the front of the room, and HSPLS provided an LCD projector. CHIS was told to bring a laptop in order to show the PowerPoint presentation, and Internet access would be available. Unfortunately, in order to access the Internet within the library, specific IP addresses would have to be added to the CHIS laptop. Instead, a laptop was borrowed from the HSPLS Manager of Electronic Support Services Section and the whole presentation had

to be done live on the Internet (as opposed to a part-PowerPoint part-Internet presentation) in a lecture format with time for questions at the end.

HSPLS Kauai Branch Manager Meeting

The Hawaii State Public Library System Kauai branch manager meeting was held in the Lihue Public Library computer room on October 3, 2003. The purpose of this session was the same as the Oahu session.

Site description: The new computer lab has 10 new computers, each with Internet access. Unfortunately, there was no projection screen and no table for CHIS to set up the projector and laptop. An impromptu solution was to conduct a hands-on session since there were enough computers for each librarian to use. The librarians were verbally instructed on which pages/databases to go to using the Portal, at which point they had a little more freedom to explore the pages.

HSPLS Oahu Public Session

The first Oahu public session was held in the Kailua Public Library children's book area on November 4, 2003. The purpose of this session was to introduce the Hawaii Health Portal to the public and to librarians who had not attended the meetings in which CHIS made a presentation.

Site description: The Kailua Public Library does not have a separate room for presentations, but the children's area does have a projection screen, so the library staff provided a small table and chairs lined up in front of the screen. CHIS brought the projector and laptop to do the PowerPoint presentation. After the session, one library public computer was reserved for a hands-on session. One attendee did want a hands-on session.

HSPLS Maui Branch Manager Meeting

The Hawaii State Public Library System Maui branch manager meeting was held in the Kahului Public Library computer room on November 6, 2003. The purpose of this session was the same as the Oahu session.

Site description: One of the rooms at the Kahului Public Library was transformed into a computer room with 10 new computers with an additional teaching computer. There was a projector and screen also set up. CHIS was told that it would be best to bring the presentation on a cd-rom, but once there, found that the computer room's Internet connection was via a T1 line. The speed was fast enough for the presentation to be done live, with the librarians following along on their own individual computer stations.

HSPLS Maui Public Session

The Maui public session was held in the Kahului Public Library computer room on November 6, 2003. The purpose of this session was to introduce the Hawaii Health Portal to the public and to librarians who had not attended the meetings in which CHIS made a presentation.

Site description: The description of this room is the same as the Maui branch manager session and the presentation was also done live with the attendee following along on a computer.

HSPLS Children Services Librarian Meeting

The Hawaii State Public Library System Children Services librarian meeting was held in the Pearl City Public Library conference room on December 5, 2003. The purpose of this session was to introduce the Hawaii Health Portal to the Children Services librarians and demonstrate its usefulness as a tool to access health information.

Site description: The conference room is an enclosed room with tables around which the librarians were seated. Presenters sit at a front table. A large projection screen was at the front of the room, and HSPLS provided an LCD projector. A laptop was provided by HSPLS, and the whole presentation was done using a live Internet connection in a lecture format with time for questions at the end. HSPLS will mail the workshop packets to the outer-island librarians.

HSPLS Young Adult Services Librarian Meeting

The Hawaii State Public Library System Children Services librarian meeting was held in the Kapolei Public Library conference room on December 10, 2003. The purpose of this session was to introduce the Hawaii Health Portal to the Young Adult Services librarians and demonstrate its usefulness as a tool to access health information. Many young adults need health information when doing school assignments.

Site description: The meeting was held on the second floor of the library in a reading area. Tables had been pulled together to form a horseshoe, and the librarians were seated around it. A projection screen was at the front of the room, and HSPLS provided an LCD projector. A laptop was provided by HSPLS, and the whole presentation was done using a live Internet connection in a lecture format with time for questions at the end. HSPLS will mail the workshop packets to the outer-island librarians.

HSPLS Big Island Branch Manager Meeting

The Hawaii State Public Library System Big Island branch manager meeting was held in the Keaau School & Public Library meeting room on February 6, 2004. The purpose of this session was the same as the Oahu session

Site description: The meeting room had a projection screen. CHIS brought the projector and laptop to do the PowerPoint presentation. There was no Internet access available.

HSPLS Big Island Public Session

The Big Island public session was held in the Hilo Public Library courtyard study area on February 6, 2004. The purpose of this session was to introduce the Hawaii Health Portal to the public and to librarians who had not attended the meetings in which CHIS made a presentation.

Site description: The Hilo Public Library does not have a separate room for presentations. The courtyard study area is shaded with large study tables. If a large number of people had attended, a projection screen could have been set up, but the group was small enough for the attendees to gather around the CHIS laptop to view the PowerPoint presentation.

NHCOE

The NHCOE acquisitions coordinator visited Hawaii Medical Library for an orientation of the Library and to learn more about the Portal on February 27, 2004.

Site description: After an orientation of the Library, the presentation was held in the Hawaii Medical Library conference room. Since there was only one attendee, rather than projecting the presentation, one of the conference room computers was used.

Moanalua Senior Citizens' Club

The presentation to the Moanalua Senior Citizens' Club was held in the Moanalua Recreation Center on March 15, 2004. The purpose of this session was to introduce the Hawaii Health Portal to a group of senior citizens who are interested in health issues and how to find health information on the Internet.

Site description: The Recreation Center is a large enclosed room in which many rows of chairs could be set up. A projection screen was provided at the front of the room by the Club. CHIS brought the projector and laptop to do the PowerPoint presentation. There was no Internet access available.

6. Exhibits

Not applicable

7. Resource materials

Training Materials

In order to introduce the Portal to different audiences, three presentations were developed. All were created using PowerPoint. The presentation created for the HSPLS branch manager meetings focused less on explaining basic Internet skills/characteristics and went straight to explaining the Portal and certain features. The public session presentation went into a little more detail in some of the MedlinePlus features and other local web sites. A third, simplified version of the public presentation was made for the Seniors group. Handouts for all three presentations were created (appendices 1-3).

The presentations were loaded on the laptop and could either be done strictly as a PowerPoint presentation, or if Internet access was available, part of the presentation could be done using the PowerPoint file and then switched to the Internet in order to show the examples live.

In order to evaluate the success of the training sessions, a pre-survey, post-survey, evaluation, and follow-up questions were created (appendices 4-7).

Promotion

In order to promote the Hawaii Health Portal, articles and notices were submitted to a number of publications. The following list of publications printed articles on the Portal:

- Fall 2003 – Hawaii Library Association Newsletter
- September 2003 – Hawaii Medical Library Newsletter
- November 1, 2003 -- Honolulu Advertiser
- March 2004 – Queen's Medical Center's Medical Staff Newsletter

CHIS sent out press releases for the Hawaii Health Portal public sessions held at Kailua Public Library, Kahului Public Library, and Hilo Public Library. The press releases were sent to local newspapers, television, and radio stations on Oahu, Maui, and the Big Island.

Marketing

Poster

Initially, it was thought that posters would be a good marketing tool, but it was decided that many libraries have so many things posted on their bulletin boards, that a large poster would not be “space-friendly”. Therefore, CHIS created a colorful letter-sized poster which was printed on cardstock and mailed to all 50 public libraries, Native Hawaiian groups and other interested organizations and individuals (appendix 8).

Bookmarks, Pens, Pencils

To boost the usage and visibility of the Hawaii Health Portal, a new marketing strategy was initiated in the 4th quarter. Bookmarks, pens, and pencils were created and ordered for distribution (appendices 9-11). Initially, this second round of marketing and promotion was not anticipated. However, considering the web site change (discussed in Section H) and the recognition of the fact that in order to get people to use the Portal, they must be reminded of it, the additional materials were a wise investment.

The new bookmarks, pens, and pencils were distributed to each Hawaii State Public Library System (HSPLS) branch, along with a letter asking the librarians to hand the materials out to their patrons. The letter also explained the Hawaii Health Portal web address change (see Section H).

Packets of the promotional materials were also sent to Dr. Marjorie Mau, Chair of the Department of Native Hawaiian Health at the University of Hawaii, Dr. Benjamin Young, Director of the Native Hawaiian Center of Excellence at the University of Hawaii, and Hardy Spoehr, Director of Papa Ola Lokahi.

The materials were also distributed to participants at the Hawaii-Pacific Chapter of the Medial Library Association Annual Meeting on April 2, 2004.

Hawaii Health Portal bookmarks were distributed at the Queen’s Medical Center booth to participants in this year’s American Heart Walk on August 14, 2004 at Kapiolani Park in Honolulu.

Every month, Hawaii Health Portal bookmarks are distributed to new employees at the Queen’s Medical Center.

Miscellaneous Marketing

CHIS created a flyer and distributed it to each of the 50 HSPLS branches announcing that the Portal would soon be available prior to its debut, along with a note on the purpose of the Hawaii Health Portal (appendix 12).

The home page for the five HSPLS computers purchased by CHIS through a previous grant has been changed to the Hawaii Health Portal.

Web Site

See Section H for details regarding the creation of the Hawaii Health Portal. The URL for the Hawaii Health Portal was submitted to the National Training Center and Clearinghouse for inclusion in the Educational Clearinghouse, as instructed by the requirements of this project. (appendix 13)

8. Web sites

The Hawaii Health Portal web address is: <http://hawaiihealthportal.org>

In total, the Hawaii Health Portal is made up of nine pages:

1. Index page: This is the main page with links to MedlinePlus, PubMed, and *ClinicalTrials.gov*, along with links to additional local and national health resources and the Portal supporting pages.
2. Where do I start?: The flowchart on this page directs the user to an appropriate web resource if he is unsure where to start.
3. Database searching tips: Quick links to the help pages for Hawaii Health Portal featured databases.
4. Web site evaluation: Guidelines which Internet users should be aware of when judging the quality of a web site.
5. Native Hawaiian health information: Native Hawaiian health information is difficult to find online so this page can serve as a central location for these links. This page will continue growing.
6. Other Hawaii health links: Local health care directories, Hawaii State government sites, and information from other local organizations. This page will also continue growing.
7. About our banner: A short description of the images we used on the banner.
8. Site map: Navigation tool for the Portal pages.
9. Contact us: CHIS contact information for anyone who has any questions about the Portal or suggestions for additions.

Hawaii Medical Library will maintain the Portal and update it with new links under the same guidelines as the Hawaii Medical Library web site.

9. Document delivery and reference services

Not applicable

10. Approaches and interventions used

Identifying and Scheduling Sessions

CHIS and HSPLS have an existing partnership so Consumer Health Librarian Tina Okamoto contacted Susan Nakata who heads program development at HSPLS. The project goals were discussed, as well as HSPLS recommendations. Dates for the training sessions were then set.

The training session for the Moanalua Senior Citizens' Club was initiated by an HSPLS branch manager who attended one of the Portal training sessions.

CHIS contacted Dr. Marjorie Mau, Chair of the Department of Native Hawaiian Health at the University of Hawaii, Dr. Benjamin Young, Director of the Native Hawaiian Center of Excellence at the University of Hawaii, and Hardy Spoehr, Director of Papa Ola Lokahi, and was directed to the appropriate contact person in each organization. Training sessions were offered to all three organizations and any of their affiliated Native Hawaiian health educators. DNHH and POL decided to not take advantage of the training sessions. The Acquisitions Coordinator at NHCOE requested a training session.

Promotion/Marketing

One main avenue for marketing has been the Hawaii State Public Library System. The posters, bookmarks, pens, and pencils were mailed to every library branch for distribution to the public library patrons seeking health information.

The marketing tools were also sent to DNHH, NHCOE, POL, and the Queen's Medical Center.

Press releases by CHIS and HSPLS were sent out prior to the public sessions held in an HSPLS library.

The Hawaii Health Portal was mentioned as a place to go for links to Hawaii health information in a news column in the *Honolulu Advertiser* on November 1, 2003. Article submissions were made to various local newsletters.

CHIS submitted a presentation proposal for the Hawaii Library Association's Annual Meeting in December 2003. Unfortunately, due to the number of proposal submissions and the limited number of conference slots, the conference committee decided that this topic would not fit into this year's conference.

However, an article on the Portal was printed in the Fall 2003 Hawaii Library Association newsletter.

Key local health organizations were contacted to request a link to the Hawaii Health Portal from their web sites.

Also, to help increase national visibility, the Portal project was submitted and selected to be one of the projects highlighted during National Medical Librarians Month in October 2003.

Training

In order to accomplish the training sessions, PowerPoint presentations were created, along with handouts on which the attendees could take notes. During most of the training sessions, a pre-survey, post-survey, and evaluation form were passed out and the participants were asked to complete them.

Personnel/Staffing

In order to assist with the workload increase due to the project, a part-time library assistant was hired to perform routine library tasks. This allowed the professional library staff to dedicate more time to the project. Also, other reference staff members assisted with the general duties of the project key staff member so that more time could be dedicated to the project.

Web Site Development

The Hawaii Health Portal web pages were designed and created by Consumer Health Librarian Tina Okamoto. She used Dreamweaver and Fireworks software for the HTML page creation and some graphic elements.

Lisa Kawamoto-Valenti, Queen's Medical Center's Creative Services graphic designer created the Portal banner and some of the other smaller images.

The original Help screen for the Portal was envisioned as PowerPoint slide images, the purpose of which would be an online guide to the Hawaii Health Portal users. Supposedly they would be able to use the online guide to direct them to an appropriate information source, based on their informational need. However, during the creation of the Portal pages, it became clear that a flowchart of links to the appropriate resources would be a better approach. Thus, the "Where Do I Start?" help page was created. Many compliments by public librarians have been received regarding the easy-to-use flowchart.

Initially, the web address for the Portal was: <http://hml.org/CHIS/portal/>. But, in order to boost the usage and visibility of the Hawaii Health Portal, a change in the Portal's web presence was made during the 4th quarter. The decision was

made to purchase a domain for the Portal to increase site recognition. The domain name **<http://hawaiihealthportal.org>** was purchased through iPowerWeb. The new web address debuted in March 2004.

In an attempt to increase the Hawaii Health Portal web site visibility, several organizations were contacted in order to request a link to the Portal.

11. Evaluation

Methods of Evaluation

- A pre-survey was created to measure how presentation attendees searched for health information on the Internet prior to the Hawaii Health Portal workshop (appendix 14). According to the data, 94% of those surveyed have searched for health information online, and of those, 62% usually just surf the web to find the information. Similarly, 29% have needed to find Native Hawaiian health information and 38% have needed to find local health information but don't really have a specific site they go to in order to start searching.
- A post-survey was developed to measure the initial reaction to the Portal's usability (appendix 15). According to the post-survey data, 98% of those who responded felt that it was very convenient to have so many useful links available all on one web page. 81% liked that they didn't have to remember the different web addresses since they were all listed on one page, 63% liked just having a few good sites to look at, and 72% felt that the sites listed on the Portal contained information that they could use. Also, 98% felt that the Portal would make it easier to search for both local health information and Native Hawaiian health information.
- A workshop evaluation form served to gather the opinions of the attendees regarding the HHP and the overall presentation (appendix 16). The reactions were very positive:
 - 100% felt the presentation was about right or very well organized.
 - 100% felt the Portal links were helpful or very helpful.
 - 93% said they definitely would use the Portal the next time they needed to search for health information online.
 - 100% thought the workshop was helpful or very helpful.
 - 97% felt the presentation pace was about right.
 - 98% felt that handouts were helpful or very helpful.
 - 100% felt the presentation content and the presenter were well organized.
- Attendees who were willing to be contacted as a follow-up to the presentation listed their contact information on the evaluation form. Follow-up evaluation questions were created to facilitate discussion regarding the usage of the Hawaii Health Portal after the workshop (appendix 17). Of the 17 participants who were willing to be contacted for follow-up, 13 could be reached for

comment. Of the 13, 10 had used the Portal since the workshop, and all 10 were able to find what they were looking for.

- Web site statistics were gathered using both WebTrends and iPowerWeb to measure the amount of use the Portal web site was experiencing (appendix 18). From September 2003 through August 2004, there have been 8,579 hits on the Hawaii Health Portal web site. The majority of the hits have been on the main Portal page (6,192 hits), and that is to be expected. The purpose of the Portal is to simply layout authoritative health web sites, which the user can quickly pick from and be guided to the information they need. The second- and third-most popular pages are the Native Hawaiian Health Information page (795 hits) and the Other Hawaii Health Links page (581 hits). This supports the idea that there is a need for web pages like these, which guides users to local health information.

Summary

Based on the data gathered through these evaluation methods, the project objective to create an Internet portal for authoritative health information has been achieved. The post-survey data indicates that 98% of the workshop attendees appreciate the convenience of having a few really good links on one page. It is easy to use and simplifies the search process for the user by eliminating the need to remember individual web site addresses. Also, having local health and Native Hawaiian health information links in one location was another feature that 98% of the workshop attendees felt was useful.

Of those who were willing to be contacted for follow-up and who responded, 77% had used the Portal since the workshop. Hopefully this is an indication that people do see the Portal as a useful tool when searching for health information online, and they use it.

The statistics show that the Portal is being used. Between September 1, 2003 and August 31, 2004, the web site had experienced about 8,600 hits. It is not surprising that the Native Hawaiian Health Information page and the Other Hawaii Health Links are the second and third highest in terms of access. The Native Hawaiian Health Information page has received 13% of the hits and the Other Hawaii Health Links received 9%. There is a definite need for web pages such as these, as the statistics show.

12. Problems or barriers encountered

Promotion/Marketing

There were several changes in marketing ideas during the course of the project. Initially, large-sized posters were going to be created. During the creation process, the size was changed to a regular 8½" x 11" size in consideration of where the materials would be posted. In a busy public library, bulletin board space is at a premium, so that likelihood that a smaller-sized poster would be displayed is greater than a larger-sized poster.

A second change in strategy was made in the middle of the grant period. Since the Portal's domain name was changed in the middle of the project, it needed to be publicized. Therefore, bookmarks, pens, and pencils were ordered and distributed. These marketing tools also served to remind those that had attended one of the training sessions to use the Portal.

Training

There were unfortunately not as many training sessions as had been hoped for. Due to changes within HSPLS administration and budget difficulties, the branches had not been very responsive to hosting workshops.

Both the Kailua Public Library and Kahului Public Library public sessions were poorly attended and all the attendees were public librarians from the hosting branch. Both branches created flyers, which were passed out to patrons, and the branch managers requested a press release and informed the other public libraries in the area of the presentation. CHIS did press releases for both sessions. According to one of the public librarians in the Kailua Public Library, as of late, the health-related presentations have been poorly attended.

Also, after initial discussions, with Papa Ola Lokahi, it looked as though they would be receptive to assisting us with hosting workshops for their Native Hawaiian health educators on all of the major Hawaiian Islands. Sadly, after subsequent discussions, they opted to not accept any training offers.

Equipment/Telecommunications

At times, the presentation formats had to be modified, depending on what the hosting location had available. The CHIS staff had a laptop and projector available, but if it was easier to use the equipment on-site or to do a verbal presentation, the changes were easily made.

Personnel/Staffing

Not applicable

Web Site Development

During the 4th quarter, the Hawaii Health Portal's web address was changed from <http://hml.org/CHIS/portal/index.html> to <http://hawaiihealthportal.org>. The decision to initiate this change was made so that the web site would be easier to market and users of the site could easily remember the web address.

13. Continuation plans

Hawaii Medical Library will maintain the Hawaii Health Portal and update it with new links under the same guidelines as the Hawaii Medical Library web site. The reference librarians will continue to answer any questions that patrons may have regarding the use of the Portal. The librarians can also instruct patrons in the use of the three major links from the Portal home page: MedlinePlus, PubMed, and *ClinicalTrials.gov*.

14. Impact

This project has strengthened the partnership between HML and HSPLS. The Hawaii State Public Library System has always been very appreciative of the services HML provides for them. Any resource, such as the Portal, which can make searching for authoritative health information easier for them, is a welcome tool. The more we can teach the public librarians about searching for health information, the more confidence they have when assisting their patrons with personal health questions.

The Portal project has also familiarized the University of Hawaii Department of Native Hawaiian Health, the Native Hawaiian Center of Excellence, and Papa Ola Lokahi with our organization, and they now view us as a resource that they can use.

The Hawaii Health Portal web site opens up new avenues of awareness. Anyone searching for Native Hawaiian health information may come across the Portal and in turn may follow the link to the Hawaii Medical Library web site.

15. Recommendations for improvement

One recommendation for improvement would be to have purchased more promotional materials earlier on in the project. Any time a new service or project is being promoted, it may be a great concept, but for people to remember it, they have to somehow initially be constantly reminded to use it.

16. Responses to follow-up questions

1. Were your original project goals and objectives met? If not, why not?

See Section A Summary/Introduction.

2. What significant lessons were learned which would be of interest or use to others conducting outreach projects? Which strategies were the most effective in implementing the project?

When doing an outreach project, it is extremely important to find organizations that are eager to collaborate and share the same objectives and goals. It is not enough to have a vision and to try and share it. An

example was the unsuccessful attempts at offering to present workshops for the educators affiliated with the Native Hawaiian organizations mentioned in this project. Although all the organizations involved seemed to agree that it sounded like a great idea, when it came time to set up the workshops, they chose to not participate.

It is a good strategy to introduce a project to an organization with which there is an existing relationship. These organizations are usually more inclined to listen to and cooperate with those that they share a common bond or history. Thus, partnering with the Hawaii State Public Library System worked out very well, in part due to the existing relationship with Hawaii Medical Library.

3. If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?

One obvious change would be to start out with the new domain name for the Hawaii Health Portal, rather than have it initially nested within the Hawaii Medical Library web site. This would have eliminated any confusion that the change may have brought about.

A second change would probably have been to concentrate only on initially marketing the Portal to the public libraries. Once it became a well-used web site by the librarians and their patrons, it could be presented to other organizations as a site recommended by both Hawaii Medical Library (experts in the area of health) and the Hawaii State Public Library System (widely recognized local organization). At this point, more organizations may pay attention because of the recommendations.

Another strategy would be to begin by consulting with The Queen's Medical Center marketing department for marketing suggestions.

4. What advice or recommendations would you give to anyone considering a similar outreach effort?

See Questions 2 and 3.

Appendix

1. Presentation handout (librarian version)
2. Presentation handout (public version)
3. Presentation handout (Moanalua Senior Citizens' Club)
4. Pre-Survey
5. Post-Survey
6. Workshop Evaluation

7. Follow-Up
8. Poster
9. Bookmark
10. Pen
11. Pencil
12. Flyer and memo announcing the future debut of the Hawaii Health Portal
13. Copy of Hawaii Health Portal record from the NN/LM Educational Clearinghouse
14. Pre-Survey data
15. Post-Survey data
16. Workshop Evaluation data
17. Follow-Up data
18. Web Page statistics